

DRAFT



DESIGN GUIDELINES

LIVING MARINA

Marina Del Rey, California

DRAFT

Prepared for:

**County of Los Angeles
Department of Beaches & Harbors**

*13837 Fiji Way
Marina del Rey, CA 90292*

Prepared by:

EDAW

*3780 Wilshire Blvd, Suite 250
Los Angeles, CA 90010*

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MARINA DEL REY

DESIGN GUIDELINES

PREFACE

Purpose and Intent

The purpose of the Design Guidelines is to establish a framework that assures the transformation of Marina del Rey into a high quality, exciting and visually cohesive pedestrian and boating-oriented community. These guidelines promote imaginative designs that enhance the character of the street and neighborhood, as well as an open and “green” environment.

The Design Guidelines are intended to communicate the design concept to leaseholders, designers, architects and planners and provide them with generalized rules to articulate the envisioned concept, while still allowing for flexibility to encourage individuality and creativity in design expressions. The guidelines are not restrictive in nature. The intent is to guide users to a range of appropriate, site-specific design solutions that adapt to the overall context of this special place.



Note: These guidelines are in draft form and are intended for use in a public forum to enhance the level of information in key areas that will further the betterment of the community.

Relationship with Relevant Planning Programs and Documents

A hierarchy of design controls is in place for development projects occurring in Marina del Rey. Future design and development decisions made by both public and private entities are subject to the regulations, standards and guidelines of the following programs and documents:

Marina Local Coastal Program (LCP)

The Marina LCP is an integrated component of the Los Angeles County General Plan County-wide Coastal Element for Marina del Rey. The LCP contains a Land Use Plan, which constitutes a refinement of the General Plan policies, and a Local Implementation Program, which consists of the zoning ordinance, zoning map and implementation actions for sensitive coastal resources areas.

Marina del Rey Specific Plan

The Specific Plan is a key component of the Local Implementation Program of the LCP. It is designed to implement the Land Use Plan through the application of detailed site-specific development standards and regulations.

Marina del Rey Asset Management Strategy

The Asset Management Strategy is a proactive strategy aimed to provide a framework within which to make leasing and development decisions so that they remain consistent with the redevelopment goals of the Marina. It provides programs to encourage redevelopment

and refurbishment while ensuring quality maintenance of leasehold facilities during remaining lease terms. The Design Guidelines are based in part on the AMS in that it strategizes to better integrate recreational and commercial/residential areas to establish Marina del Rey as a more exciting and user-friendly attraction

Marina del Rey Design Guidelines

The Design Guidelines are supplemental to, and not overriding of, the standards or conditions of development set forth in the LCP. The guidelines are intended to provide guidance to the visual character of Marina del Rey through the application of standards and recommendations pertaining to planting, hardscape, street furniture, site layout and signage design. The guidelines will also address the public facing facades of building structures as well as other utility structures and site elements that are not a part of the building.

The Design Guidelines are divided into the following sections (each section is arranged into zones that depict a visual character for that zone of the Marina). At the beginning of the project, it is important to establish agreement with the County staff as to which components of the guidelines will govern a project. The sections are:

- **Section One: Leasehold Guidelines.** Streetscape and open space treatments of a leaseholder parcel that interfaces a public

street, park or open space area (i.e. private/public plazas, landscape and walkways), architectural elements and site elements within each individual leaseholder's property;

- **Section Two: Signage Guidelines.** Gateway elements, wayfinding, entry monumentation, freestanding and building signs, street signs, etc.;
- **Section Three: Marina Waterfront Walk Design Guidelines.** Waterfront edge treatment. These are recommendations to the existing Marina Walk Guidelines to be incorporated at a later date;
- **Section Four: Parks/Open Space and Environmental Graphics Improvements Plan.** Public improvements for streetscape, parks and open space, pedestrian trails and bikeways, water ways, signage, banners, gateways, etc.; and
- **Appendix A: Vision Study.** The visual analysis of the Marina Community and a "big idea" in the form of visual imagery.

The Design Guidelines serve as a guide which the Design Control Board will utilize, in conjunction with the LCP and other approved design controls, in reviewing the landscape, architectural and site design of upcoming development projects in Marina del Rey. The Design Control Board will review each project

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for its consistency with the overall community vision and design intent described in the LCP and Design Guidelines prior to submitting the project to the Department of Regional Planning for case processing. Should any situation arise where a conflict of interpretation exists between these guidelines and the standards set forth in the LCP, the LCP shall control. Components that impact the leaseholder improvements have been incorporated into these guidelines. Care should be taken to incorporate these improvements into the leaseholder developments to ensure continuity throughout the Marina.

Goals and Objectives

Vision

Create a pedestrian-oriented, boating community that redefines the water as a positive space, seamlessly weaving together land and water into a cohesively interactive environment.

The overall goal is to create an exuberant, interactive marina community that respects the residents of the community, creates an urban waterfront development and maintains an emphasis on the Marina's recreational boating mission. Traffic, pedestrian and open space networks blend together to create a cohesive whole, while architecture presents the unique character of the community. The Design Guidelines are intended to provide a source of greater detail to achieve the following principal goals and objectives:

Goal: Establish a Distinctive Sense of Place.

- Create pedestrian interactive and memorable places that encourage the flow of pedestrian connectivity to seamlessly blend with the land and water.
- Encourage creative, dramatic architecture that steps down to the water's edge and street environment, and terraces to the outer edges to create a transitional pedestrian scale.
- Create variety in the architectural façades to encourage public plazas and gathering opportunities. Use architectural icon elements for pedestrian interaction to help create a sense of identity and promote public circulation and viewing opportunities.
- Visually tie the community together through the use of complementary landscape treatments and streetscape elements such as signage, lighting and environmental art.
- Encourage an eco-sensitive environment through the use of green principles in all aspects of design.

Goal: Promote a High-Quality, Visually-Appealing Pedestrian Environment.

- Provide a multi-tier circulation system that spans heavy circulation areas to facilitate efficient automobile travel and incorporates connective pedestrian walkways and bridges

with viewing opportunities, building an enhanced pedestrian experience.

- Encourage a seamless blend between the site designs to promote a strong indoor/outdoor relationship.

Goal: Create a Living Marina Within a Boating Community.

- Carefully blend the land use goals of the Marina through a mix of uses that gracefully blends the appropriate scale of retail, dining, entertainment, educational, cultural, recreational and boating opportunities.
- Maximize public access and view corridors between the land and water by providing connectivity to a continuous waterfront esplanade through enhanced pedestrian linkages.
- Invigorate waterfront public spaces by terracing building massing to the waterfront, opening courtyards to create broader setbacks and providing a seamless design of the water's edge to the interior of each project, while blending with a high quality of respect and design for the neighboring uses.
- Enhance the visual interest of the community through variations in building form, size, height, color and façade to create openings for view corridors and a continuous and open pedestrian link between uses.

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SECTION ONE: LEASEHOLD GUIDELINES

1.0 INTRODUCTION

1.1 Design Guidelines

The Design Guidelines are prepared to work in concert with the controls and standards for the already established Marina del Rey and are intended to help link each individual leaseholder's future development into the overall character of the Marina.

The Design Guidelines focus on the transitional elements of each individual leaseholder's project to inspire thoughtful planning and design of the architectural and landscape "edges," as well as respectful attention to the overall goals of the Marina community and its users.

Each individual leaseholder is encouraged to join in an effort to help create the vision of a pedestrian-oriented community by blending the colors and textures of the building masses with pedestrian materials, by providing pedestrian plazas and circulation, and by linking a continuous pedestrian, bicyclist and vehicle circulation flow throughout the entire Marina community.

1.2 Purpose

The Design Guidelines have been prepared for those areas outside the public rights-of-way, where more flexibility in design may be exercised. Leaseholder's developments are allowed more individuality than public uses, so less specificity is provided in the Design Guidelines.

The goal of the Design Guidelines is to help create a vision that will ensure that a variety of substantial, well-designed projects contributing to a rich, urban community with a distinctive sense of place are developed. Through the ideas and suggestions established within the Design Guidelines, an interactive design process encourages the individual leaseholders to work closely with the Staff and the Design Control Board in developing a cohesive and unified design concept that works within the context of the neighboring leaseholds, as well as the Marina community as a whole.

The Design Guidelines address the aspects of the built environment within the required setbacks that include streetscape, open space areas, green design, architectural features, landscape, lighting and screening and buffering.

1.3 Hierarchy of Guidelines

The Marina visual character is described in three broad zones reflecting the intensity of the land use, the building type and the visual character. The difference between each zone is reflected in the building massing, pedestrian activity level, visual prominence and type of land use criteria and mix of use criteria. These visual character zones can be described as follows:

Themed Destinations

Themed Destinations (identified as Catalytic Project Areas in the Asset Management Strategy) are designated in maroon and contain a more intense variety of mixed, visitor serving uses. They often contain projects assembled through parcel aggregation and may, in the case of the Marina Beach area, consist of a group of several projects that work together to create a themed destination.

Commercial/Retail/Marine Commercial

This category, designated in orange, includes lower density developments such as small hotels, visitor serving retail, boat yards, and yacht clubs. These zones generally do not have a large mix of uses but still offer an opportunity to help enhance the pedestrian and boating-oriented goals of the vision.

Residential/Resort

Described as the most private of the developments, Residential project types, designated in yellow, include the residential developments or exclusive resorts that generally do not have a strong interaction with the pedestrian community.



Visual Character Map

This diagram shows the designated areas in which each project type is located. Each project type carries unique design characteristics based on virtue of its use, purpose/intent, and location.

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Use of the Design Guidelines will require work with the Staff and the Design Control Board to help determine the project type. Once this has been agreed to, the guidelines for that particular category will serve as the standards for development.

1.4 Landscape Zone Concept

In establishing guidelines for the public development of the Marina, a cohesive landscape concept that defines the Marina's character through plant material and arrangement is vital in order to create a sense of place and identity for the site. The landscape concept is based on three major plant communities that are native to the site and its surroundings: Coastal, Wetlands, and Riparian. Establishing the landscape concept on these plant communities retains the current aquatic theme of Marina del Rey while emphasizing sustainable principles through the use of native plant materials.

Coastal

The coastal landscape zone, in light green, follows the waterfront edge of the Marina in representation of the coastal plant community. Plants that are native to southern California's coastal plant community should be the primary plant palette in the plant selection process of project development.

Wetlands

The wetlands landscape zone, which is in orange, is defined by long strands running through the street median and setbacks. Representing the purification process of natural wetlands, this zone incorporates



Landscape Concept Diagram

This diagram illustrates the landscape concept zones for the Marina. The three zones, coastal, riparian, and wetlands, all have their distinct areas, but they also weave together in certain areas to create integrated landscape environments.

native wetlands plants which will assist with the pretreatment of storm water runoff.

Riparian

This landscape zone, designated in dark green, is characterized along all the streetscape and open spaces adjacent to the streetscape. Plants native to Riparian plant communities should be incorporated into the character of each project type defined throughout the following guidelines.

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SECTION ONE: LEASEHOLD GUIDELINES



Mixed-use development with multi-level circulation take advantage of the limited space in the Marina as well as vantage points overlooking the water.

2.0 THEMED DESTINATION

2.1 Description of Use

Themed Destinations are projects that serve as the destinations points of the Marina and draw people on a regional basis. These projects are considered to have significant impact on the future growth of the Marina. Through parcel aggregation, or as grouped development, these projects will generally be the largest conceivable development areas within the Marina, and as a result, will have the greatest impact in helping to establish the overall character of the community.

There are two specific areas identified in the Asset Management Strategy that have been pre-determined to fall in this category. One is the proposed high-concept retail development near the entrance of the Marina on the east side near Mindanao Way and Admiralty Way. The other is described as a conglomerate of projects surrounding the Marina Beach area to create a recreational and entertainment appeal with retail, restaurant and hotel facilities.

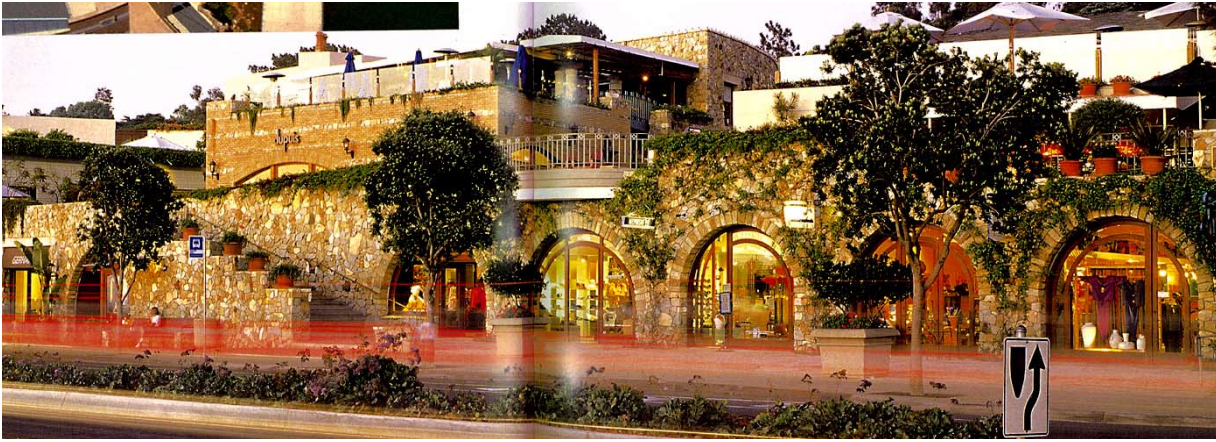
Other projects may fall into this category. These projects may include larger mixed-use developments that may incorporate a parcel aggregation of both private and public uses, parcels adjacent to major gateways, or significant projects that are deemed to have a significant impact on the overall Marina community.



Vary architectural facades facing streets in order to create diverse and vibrant open space opportunities.

2.2 Design Concept

The design intent is to create an open public environment both internally and at the external edges to provide a pleasant and attractive setting for pedestrian flow through the development. These projects should have a strong interaction between various uses. The scale of these projects should feel like a neighborhood town center. The development



The streetscape should have a strong relationship with the architecture. Parking structures should also integrate with surrounding buildings for enhanced cohesion.

is also encouraged to integrate a multi-level approach to pedestrian circulation that would require a four-sided façade to facilitate the flow.

The first tier of the multi-level pedestrian circulation should be landscaped in a manner that frames the plazas and gathering spaces and helps create a framework that is attractive and in scale with the size of the open space. The Themed Destinations should project a strong sense of identity and design continuity along the street frontage, and a vibrant, exciting atmosphere within intimate plazas/people-gathering places and visually stimulating architectural treatments.

The second-tier pedestrian circulation (i.e., pedestrian bridges, mezzanines, etc.) should focus on views to the waterfront and provide elevated seating and public gathering spaces to offer overlook opportunities to both the interior and exterior of the development.

The open space areas of the Themed Destinations will be comprised of a mix of hard and soft textures and finishes. The open space areas are intended to be a significant factor in creating an image for the overall development, while providing orientation, shade and comfort. These areas should have a mixture of architectural coverings and treatments that blend with the pedestrian plazas and walkways. The open space should have a strong connection to the streetscape and have an urban character, with broader walks, special paving, canopy trees and bold, simple environmental graphics. A hierarchy of planting should be used, with large canopy trees abutting the plazas and walkways, and smaller - scale trees and shrubs helping frame the pedestrian sidewalks and plazas.

Architectural icons within the Themed Destinations should be strategically located and designed with bold moves and simple forms. The icons and special architectural features will enhance the pedestrian

experience, and should be used specifically to promote pedestrian interaction and viewing opportunities. The icons and special features should express a diversity of styles and character.

There are three areas within the Marina which characterize Themed Destinations.

- The Town Center character is near Admiralty Way and Mindanao Way, which is based on a formal street tree grid system with a boulevard feel.
- The Urban Resort character is located at Marina Beach, which has a resort atmosphere, with a mix of formal and organic street tree patterns, vivid colors, and playful artwork and paving.
- Fisherman's Village, located on Fiji Way at the heart of the Marina, serves as a themed shopping and entertainment center, and provides public access to many waterborne activities.

More detailed explanation of these themes are outlined throughout the guidelines.



Outdoor public places create visual setbacks from the street.

2.3 Streetscape Guidelines

2.3.1 Landscape

- Use plant materials that are based on the Marina's Landscape Zone concept as described in Section 1.4.
- Taking the Landscape Zone concept, establish an overall theme and order, with a variety in textures and colors to create visual interest that fit within the context of the overall development as well as the entire Marina.
- To the extent possible, match tree species with those of adjacent parcels to create a rhythmic streetscene and visually tie the community together.
- Use complementary plant materials adjacent to the waterfront esplanade and project boundaries to provide a physical connection to the public and private spaces.
- Where surface parking, plazas or curb cuts are necessary, use special landscape treatments, pilasters, trellis or other elements to continue the street edge.
- Use plant materials with warmer colors to offset the nautical color theme of the architecture.
- Incorporate vine plantings on building masses that are adjacent to the streetscape to enhance and frame special architectural elements and soften building façades.
- Screen parking or utilities from street view with trees, shrubs and vines.

- Plant massings should be open and varied to create a variety of pedestrian courts or plazas along the street.
- Planting design should incorporate a composition of site furnishings such as planter pots and free-standing trellises.
- Planting composition should blend seamlessly with lighting, both direct and indirect.
- Increase setbacks along major collectors (i.e. Admiralty Way)
- Create a unified landscape theme to tie each individual district together.



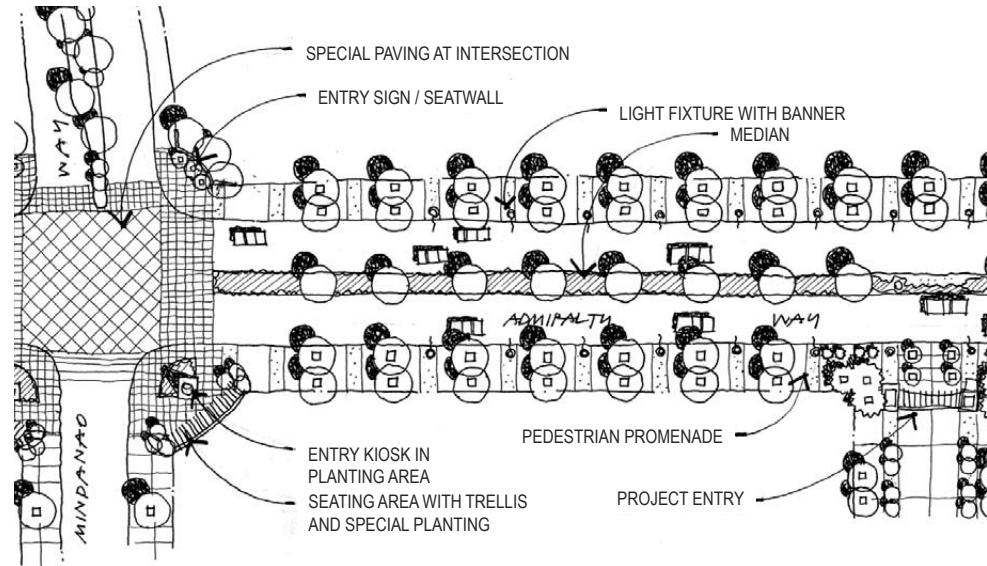
Landscape transitions at corners establish a sense of entry.



Setbacks along major collectors include landscaped parkways, seating, planting in pots, and special paving at entries and intersections

Town Center-Specific Guidelines

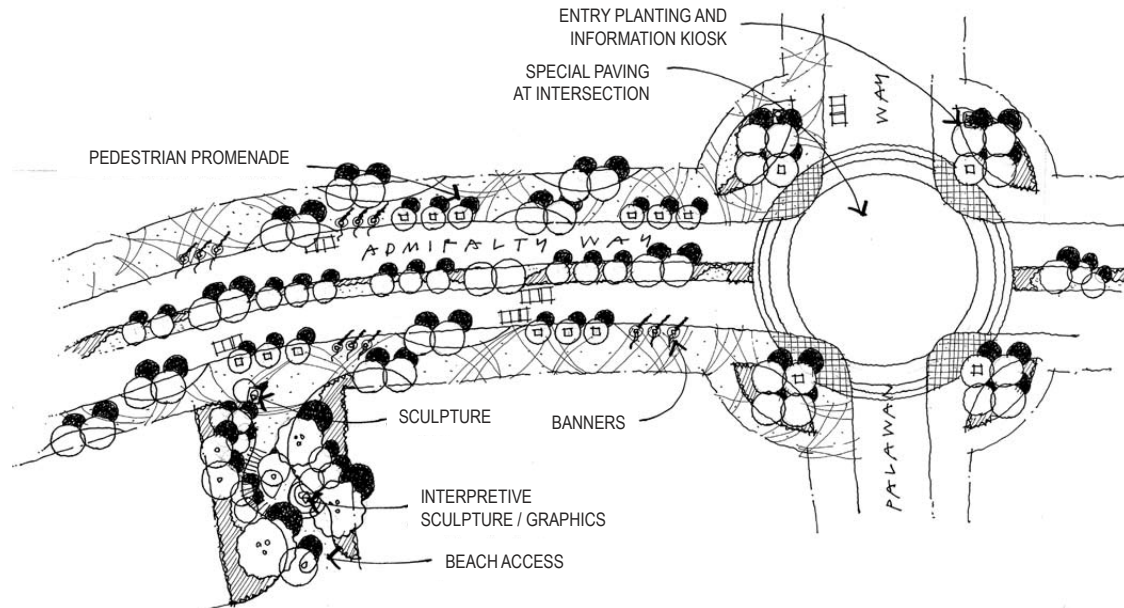
- Street trees should be set in a formal double-row pattern at approximately 25-30' on-center.
- Break rhythm of the street tree pattern with pedestrian seating areas
- As indicated in the Landscape Zone Concept (Section 1.4), plant material should be based on native Riparian plants.



Town Center Streetscape Character

Urban Resort-Specific Guidelines

- Street trees should be planted in a playful pattern where large canopy trees weave through the streetscape between smaller lines of ornamental trees to enliven the spaces.
- Plants should have a natural look that is not intensely manicured.
- As indicated in the Landscape Zone Concept (Section 1.4), plant material should be based on native Riparian plants along the sidewalks and setback while the median should incorporate Wetlands plants.
- Plants with vivid colors should be considered for the understory and should complement the streetscape.



Urban Resort Streetscape Character

2.3.2 Site Entries and Driveways

- Use accent entry landscaping, monument signage and enhanced paving to establish a strong entry sequence.
- Accent site entries with flowering shrubs, annual color, groundcover and flowering trees along entry driveways.
- Incorporate special elements such as water features and small gardens near parking driveway entries.
- Integrate the entrances to parking structures into building facades.



Planting and site furnishing around site entries and driveways will strengthen the sense of arrival.



Courtyards should compose of canopy trees, seating, gathering areas, and occasionally water.

- Provide a limited number of entry points to reinforce a “gateway” experience to project.
- Integrate gateway signage and environmental graphics into the main architecture.

2.4 Courtyards and Public Spaces

2.4.1 Pedestrian Orientation

- Utilize urban design elements such as activity nodes, courtyards, plazas and public art to promote pedestrian orientation.
- Provide plazas and gathering places adjacent to setback areas, open spaces, streetscape and waterfront to engage the project into the community.
- Incorporate special design features adjacent to the waterfront esplanade and streetscape to create a setting that encourages pedestrian interaction. Some combination of the following elements should be used:
 - Arcades
 - Trellis
 - Awnings
 - Landscape planters
 - Outdoor seating
 - Plaza or courtyard
 - Water features
 - Public art
- Create a variety of people-gathering places ranging from hardscape plazas to more intimate, extensively landscape spaces for passive recreation.



Dense landscape in public spaces will create a sense of “nature in urban areas.”



Common areas between buildings should be designed for multiple purposes, such as eating, gathering, and rest.

- Special elements such as arcades should be integrated into the building design to help bring the architecture down to a pedestrian scale.
- Create “alleys” or breezeways through architecture.
- Incorporate site structures or public art into space for visual interest.
- The size of the courtyard or plaza should be determined by the scale and character of the development and its surroundings.

- People-gathering places should include program elements appropriate for the project and its use. Provide one or more of the following at a minimum:
 - Benches and seating
 - Shade trees
 - Trellis work and other shade devices
 - Special paving materials
 - Water features
- Encourage ground floor uses such as outdoor dining to promote pedestrian activity adjacent to walkways and esplanades.
- Design and locate pedestrian links, where practical, in a manner to support the more intense uses (i.e., retail, dining and entertainment) along the esplanades and at interior courts.
- Provide pedestrian circulation between adjacent developments, where appropriate.
- Where possible, walkways should be separated from the curb with landscape planting.
- Use flowering trees and shrubs for accent and color. Plant canopy trees to provide shading for pedestrian areas.
- Use landscape and site features to create a visual link between individual buildings and develop a sense of place for the project.
- Landscape design should blend with the tighter structure of building mass to achieve the effect of an urban garden.

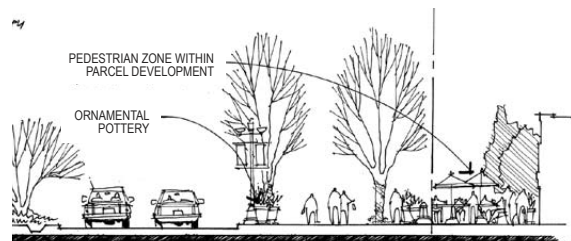


Gathering places with special program elements such as trellises, enhanced paving, and ornamental planting promote pedestrian orientation.

- Create variety in paving at each courtyard to help in wayfinding and orientation.
- Use richer and softer materials at interior of the project.
- Create a multi-tiered environment that links upper level pedestrian spaces or courtyards with bridges, balconies, overlooks or viewing platforms.

Town Center-Specific Guidelines

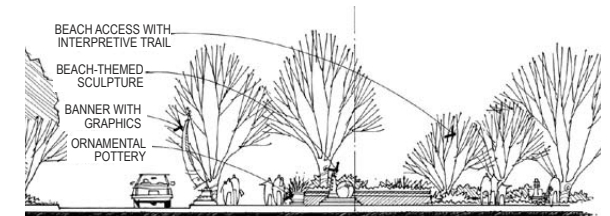
- Plazas and courtyards should fit into the formal streetscape character and relate to the surrounding architecture.



Town Center Streetscape Character Section

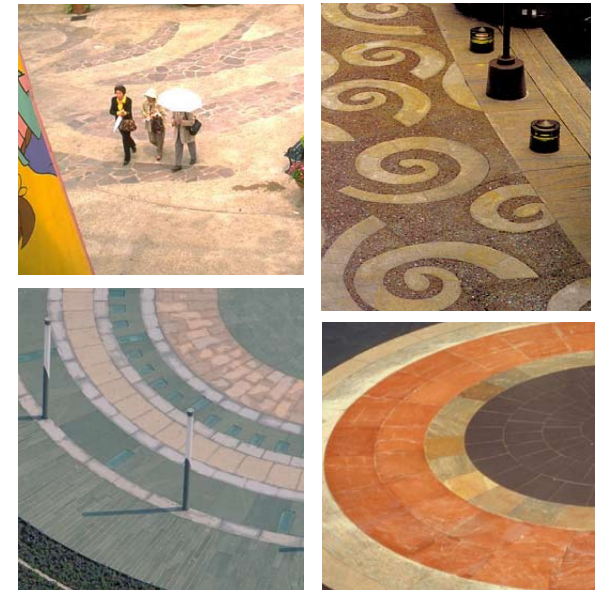
Urban Resort-Specific Guidelines

- Playful “beach” artwork and furnishings should be used.
- Smooth, curved lines should be used in the paving, walls, landscape, and furnishings to reflect the beach resort concept.



Urban Resort Streetscape Character Section

- Invigorate waterfront public spaces by providing enticing viewing sites and improved view corridors to attract visitors and residents,



Enhanced paving is essential for the creation of stimulating spaces where people gather and walk through.

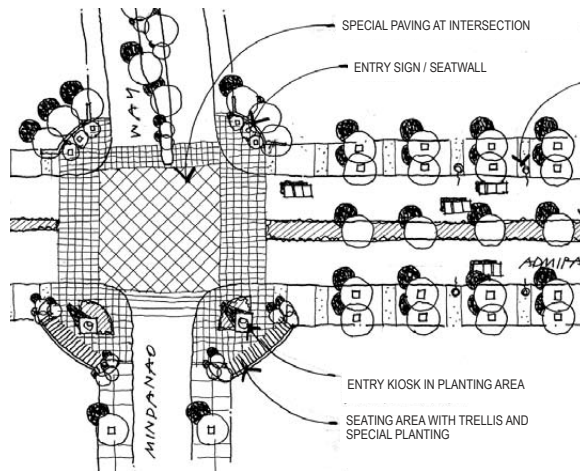
as well as high-quality, well-designed pedestrian amenities to encourage social gathering and interaction.

- Enhance the visual interest of the community through variations in building form, size, height, color and facade.

2.4.2 Enhanced Paving

- Provide visually stimulating paving patterns that are more vibrant than the streetscape.
- Transition pavement to blend with connections outside the project boundaries.
- Pavement colors, materials and textures should blend with the main architecture.
- Special paving should be used at intersections to create a sense of arrival.

Town Center-Specific Guidelines

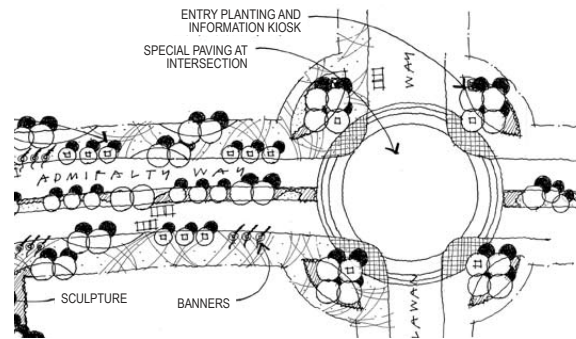


Town Center Streetscape Character

- Paving along the sidewalks should be linear and follow a formal pattern.
- Special paving at intersections should emphasize the Town Center streetscape character through straight, clean patterns.

Urban Resort-Specific Guidelines

- Paving along sidewalks should be playful and more informal than the Town Center.



Urban Resort Streetscape Character

2.4.3 Entries

- Focus entries onto plazas, courtyards and garden treatments, or along attractive streetscape.
- Create variety in entries of different uses for visual interest.
- Group entries as much as possible.
- Provide landscape treatments at all entries.

- Incorporate trellis, awnings and architectural features within the landscape to give a garden feel.

2.4.4 Site Furnishings

- Incorporate site furnishings to visually and functionally enhance the parcel design theme.
- Place site furnishings along streets, plazas and open space areas to create visual continuity, reinforce project character and provide outdoor use areas.
- Water features may be used as focal points and should be designed to have visual interest when not in use.
- Monuments and bollards may be used as focal points to define pedestrian areas and provide a distinct character and image for a project.



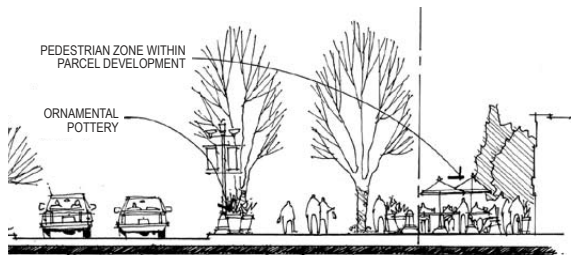
Trellises with vines create a garden feel around entry areas and establish focal points for drivers.



Playful art in public spaces such as oversized beach balls would create unique opportunities of recreation for children.

- Handrails used at entry areas shall be ornamental metal or painted steel, and be compatible with the building architecture.
- Incorporate built-in seat walls into landscape and pedestrian areas. Materials and colors for seating walls should be compatible with the building architecture.
- Provide composition of furnishings in scale with the open space area.
- Offer variety to give an eclectic feel.

Town Center-Specific Guidelines

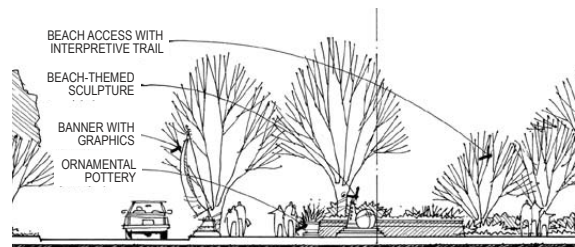


Town Center Streetscape Character Section

- Pedestrian seating areas and benches should be located between street trees to enhance the rhythm.
- Ornamental pottery should be placed at the bases of light fixtures to provide additional layer of pedestrian scale.
- Light fixtures with banners in accordance with signage guidelines should march between the street trees to reinforce the Town Center streetscape character.

Urban Resort-Specific Guidelines

- Incorporate furnishings and sculptures based on the beach resort concept with playful forms and bright colors.
- Light fixtures and bollards should be placed in groups rather than evenly-spaced patterns to enhance informality.



Urban Resort Streetscape Character Section

2.5 Architecture

2.5.1 Building Orientation and Site Layout

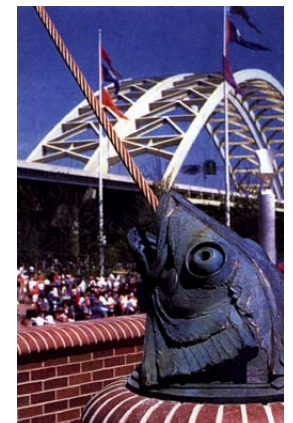
- Locate buildings in a manner that is efficient, appropriate to site conditions, effective to



Buildings should be located to reinforce view corridors and to create open spaces

the overall architectural composition and compatible with adjacent development.

- Building locations should optimize on- and off-site views.
- Orient building façade and mass to provide four fronts to the building's design and create a 360° appeal to the project.



Beach-themed sculptures should be integrated with the streetscape to accentuate the resort atmosphere of the Urban Resort.

- Design waterfront development in a manner to maximize the public's appreciation of and interaction with, the waterfront.
- Provide opportunities for connectivity to pedestrian bridges that link with the architectural icon features at the key corners of buildings.
- Use architectural icons to serve as gateway elements.
- Separate building masses with open space and pedestrian plazas.



Architecture should work with the surrounding environment to maximize outdoor activities and uses.

- Provide a direct, clearly defined walkway through the open spaces and connections to the closest pedestrian link (i.e., esplanades and sidewalks) and parking areas.
- Design features of the buildings to allow pedestrians to circulate in and around buildings, creating a seamless blend with the outdoor environment.

- Integrate detached structures, such as trellises, gazebos, awnings and kiosks, etc. to blend into the overall project design.
- Drop-offs, ceremonial entries, entry courts or arrival plazas should be integrated into the building form or between buildings, and set back from the street.
- Gateways to the project's core should be oriented to the primary mode of access, not necessarily toward the vehicular access.

2.5.2 Building Massing, Height and Scale

- Building masses should be arranged to reinforce view corridors, create positively shaped and usable open spaces, and respect height limitations.
- Variety should prevail over uniformity, so long as the overall compatibility in scale, mass and form is maintained.
- Step the building heights and massing to transition into adjacent projects.
- Building mass adjacent to pedestrian zones should have transparency and also contribute to the overall pedestrian scale while complementing the massing scheme of the project.
- Increase the articulation of building massing adjacent to pedestrian walks and people-gathering places. Trellis, awning and building overhangs are encouraged throughout the project's core and along the pedestrian



Massing and height variation contribute to pedestrian activities and create varieties in spaces.

corridors to help step the building massing and reinforce an interaction between the architecture and the pedestrian.

- Amenities at people-gathering places (outdoor seating, plazas, entertainment spaces, etc.) should relate to the main building architecture.
- Street corners should be recognized in the massing of the building, particularly adjacent to open space or greenbelt areas.
- Avoid long, unarticulated building facades along street frontages, and step the building mass to open courtyards to the street and waterfront.

2.5.3 Building Colors and Materials

- The color palettes for projects within the Themed Destinations should in general be bold, vibrant and energetic.
- Vary building materials and colors in unique combinations to create a "high energy" atmosphere in commercial, retail and

entertainment projects and a more subdued setting for hotels.

- Use contrasting materials and colors to create visual interest and add texture.
- Treat window frames, lighting fixtures, railings and other building elements with accent materials (i.e. metal, glass and tile) in a manner that helps unify the various parts of a building or project.



Use dynamic colors and materials to create visually interesting spaces.

- Use different colors and simple forms to accentuate various elements that make up the architectural composition of the project.
- Use brighter, richer and stronger colors to help identify building entries and places of high intensity of use.

2.5.4 Articulation and Fenestration

- Use vertical architectural forms (i.e., towers) as focal points to increase visibility from streets and assist in pedestrian orientation.

- Building ground floor treatments and entries should be articulated and detailed for human scale comfort and interest. Projections, columns, canopies and other distinct treatments may be used.
- Size and location of doors and windows should relate to the scale and proportions of the building elevation.



Creating features with texture and contrasting materials help articulate spaces and should be used for definition and focus.

2.6 Lighting

- Lighting must be architecturally compatible with the buildings and express the unique character of the project.
- Lighting fixtures should be integrated into the building architecture wherever possible. Minimize the use of pole lighting fixtures.
- Light sources should be indirect and not allow off-site spills.
- Use landscape lighting, such as tree uplights, to add a glittering effect to supplement the

indirect lighting. Conceal landscape lighting fixtures from view by placing them in landscaped areas.

- Illuminated bollards may be used to define pedestrian walkways.
- Decorative lighting with a nautical theme is encouraged in areas adjacent to pedestrian walkways and waterfront esplanades.
- Use lighting to create a dramatic nighttime image of a building, sculpture, garden, etc.
- Pedestrian walkway lighting levels should be relative to the level of security necessary.



Dramatic lighting use in the landscape will accentuate outdoor spaces and encourage pedestrian use at night.

2.7 Walls and Fencing

- Walls and fences must be architecturally compatible with the adjacent buildings and express the unique character of each project.
- Fencing detailing representing a nautical theme is encouraged to reinforce the community identity.
- Use high quality, low maintenance and durable materials suitable for the marine environment.
- Walls/fencing adjacent to open space areas and greenbelts should be terraced. Walls/fencing adjacent to street frontages should be open and view enhancing.
- Incorporate pedestrian-scale decorative walls and fencing adjacent to the waterfront esplanades and property boundaries to provide a physical separation between the public and private spaces. Screen walls/fencing with landscape elements to enhance their appearance.



Seat walls separate spaces while creating opportunities to sit and people watch

- Maximize public access to and along the shoreline by providing continuous waterfront esplanades with enhanced pedestrian linkages from various neighborhoods of the community.

2.8 Sustainability Guidelines

The heart of sustainable communities planning and design is to create thriving communities in balance with a healthy environment. Sustainable communities can achieve levels of social well-being, economic prosperity and environmental health that are superior to common community development practices. They are livable, healthy, enduring human-scale places that are compatible with, and considerate to, earth's natural ecosystems. They are planned and designed in such a way that people are a part of the site ecology. Humans, plants and animals, are happy, healthy and safe, and earth's resources are respected. Strong bonds are formed between neighbors, within the larger community, and between people and the environment.

2.8.1 Ecosystems / Natural Resource Conservation

- Coordinate an integrated design of drainage areas for stormwater conveyance and water quality.
- Provide structural diversity in landscape plantings (trees, shrubs, groundcover, etc.).
- Provide habitat linkages between open spaces.
- Create natural systems where feasible and where they can function naturally in perpetuity.

- Design streetscapes, open areas and private landscapes with native plants, varied plant communities and with cover, forage and other habitat requirements for wildlife.
- Avoid monocultures that are susceptible to diseases and events that devastate the entire biological component of that habitat.

2.8.2 Erosion and Sediment Control

- Develop erosion control plans to minimize the adverse impacts to drainage corridors.
- Use natural soil stabilization techniques and bio-engineering methods where feasible.

2.8.3 Storm Water Management / Water Quality

- Develop and implement an on-site stormwater treatment plan/feature to minimize toxicity of runoff to improve water quality.
- Utilize on-site detention basins when possible to control and/or capture stormwater run-off.
- Implement stormwater runoff blending with irrigation water where possible.
- Use bio-engineering to stabilize channels, use sheet flow instead of concentrating flows, use bioswales in parking areas, incorporate small detention/retention ponds on site, versus large regional facilities, and separate impervious areas with landscaped areas to filter.

- Pave only surfaces that must be paved and use alternatives that slow runoff and increase permeability.

2.8.4 Community Planning and Design

- Reduce pavement quantities by sharing use between pedestrians, vehicles and bicycles on low volume drives.
- Encourage shared parking between users of adjacent parcels to reduce pavement quantities.
- Centrally locate public spaces and community facilities.
- Implement traffic calming techniques on secondary and roads more where possible.
- Promote walking and biking to reduce dependency on the automobile.
- Provide outdoor spaces to create opportunities for social interaction along streets and areas adjacent to streets, such as parks and eating establishments.
- Provide detached bike paths and walkways with varied natural landscaping to provide a comfortable walking experience.

2.8.5 Human-Scale / Pedestrian-Friendly Development

- Design narrower streets.
- Orient buildings toward pedestrian areas.

- Create a contiguous open space system for recreational use.
- Whenever possible provide secondary linkages through and from individual parcels to the primary trail system.

2.8.6 Site Design and Construction

- Phase development to minimize site disturbance and dust.
- Balance earthwork on-site and minimize mass grading operations.
- Coordinate utility locations to share utility trenches and corridors.
- Provide canopy trees in parking lots, hardscape areas and side walks (installed as 24" or 36" box size for minimum impact).
- LEED™ (e.g. Provide shade within 5 years) on at least 30% of the non-roof impervious surface on the site, including parking lots, walkways, and plazas.
- Do not exceed Illuminating Engineering Society of North America foot candle level requirements for all outdoor lighting (e.g. full cut-off luminaires, low-reflectance surfaces, low-angle spotlights).
- Consider using "Green" Materials such as recycled materials. Specify materials that can be recycled.

- Provide dedicated bicycle parking areas and bike lockers close to building entrances.
- Consider using stabilized road base and porous paving systems for surfaces of parking lots.
- Minimize parking lot size by sharing spaces with adjacent uses.
- Use native and regionally adapted plants as described in the Landscape Zone Concept in the Introduction, Section 1.4. Place plants in appropriate microclimatic condition. Use mulch to retain soil moisture.
- Create varied ecological communities, avoiding monocultures. Provide vertical landscape layering for wildlife cover. Select species for wildlife value.
- Place trees and large shrubs with consideration of the solar objectives of structures.

MARINA DEL REY

DESIGN GUIDELINES

SECTION ONE: LEASEHOLD GUIDELINES

3.0 COMMERCIAL/RETAIL/ YACHT CLUB/HOTEL/ MARINE COMMERCIAL

3.1 Description of Use

This project type is considered to have a lower level of density development and is described as neighborhood commercial/retail, restaurant, office or hotel. These projects also include renovation of existing uses or new development proposals.

The pedestrian flow within these projects offer a limited opportunity for pedestrian access through the project or parcel, and have internal courts that are private or designated to a specific business. Generally the pedestrian circulation would be provided along the perimeter and on the outside edges of the development.

This classification also includes the public service facilities such as the library, fire and Sheriff department and Beaches and Harbors staff offices. The approach to these projects would be to consider them with the same criteria as the leaseholders' developments.



Narrow sidewalks and streets lend itself to intimate spacial scale and opportunities for diverse pedestrian uses.



Public spaces and landscaped planters enhance the streetscape character.

3.2 Design Concept

The design intent is to create pleasant and attractive building facades with a sense of identity and design continuity along the street frontage or water's edge. The character should blend with the larger Themed Destinations, and also serve as transition between similar uses and the residential developments, yacht clubs or hotels. The pedestrian interaction with the building would occur mostly on the two sides of a project that face the streetscape, waterfront or public open space. The use of architectural features and overhangs would be more limiting, and a higher emphasis would be placed on landscape treatments to create scale and space.

The streetscape design should buffer the architectural massing and surface parking. The building entries or arrival courts should be placed along the street to help increase the visual setback, and should incorporate a landscape treatment that both allows the architecture to peek through while maintaining a visual barrier of the automobile.

A hierarchy of planting should be used, with large canopy trees to emphasize the project entries and drop off areas and provide a visual identity along the primary streets. Smaller-scale trees and shrubs help transition to the building mass and frame the pedestrian sidewalks and plazas.

3.3 Streetscape Guidelines

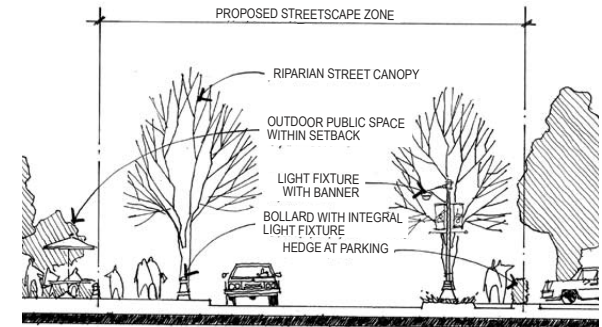
3.3.1 Landscape

- Use plant materials that are based on the Marina's Landscape Zone Concept as described in Section 1.4.
- Establish an overall theme and order, with an emphasis on blending with the surrounding context.



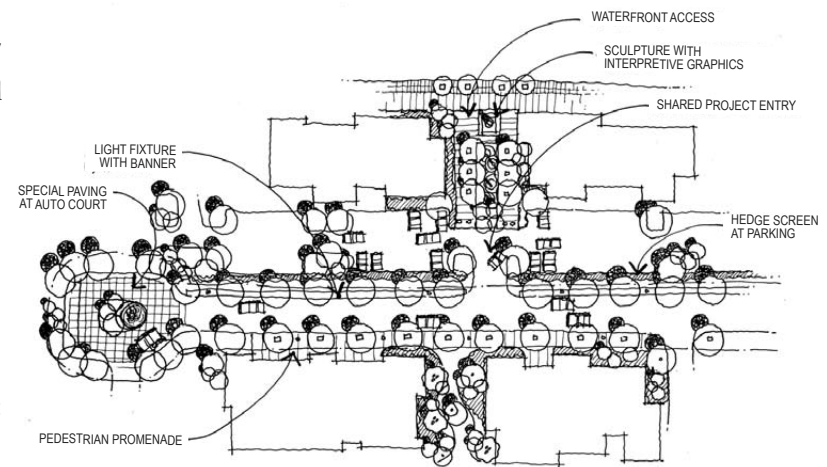
Landscaped storefronts along with site furnishings are key components to establish a sense of identity in retail areas.

- Provide meandering pedestrian/ bicycle paths that are separated from curb.
- Use canopy trees to provide shady walkways.
- Fit street planting within the overall streetscape.
- Establish a hierarchy of plant materials that steps back from the street to the building.



Commercial Nodes Streetscene Character Elevation

- Minimize low ornamental plantings in potential pedestrian traffic areas. Keep an open circulation to ground floor uses.
- Where surface parking or curb cuts are necessary, use special landscape treatments to continue the street edge.
- Plant shrubs as hedges to act as buffers between the streetscape and parking lots.



Commercial Nodes Streetscene Character

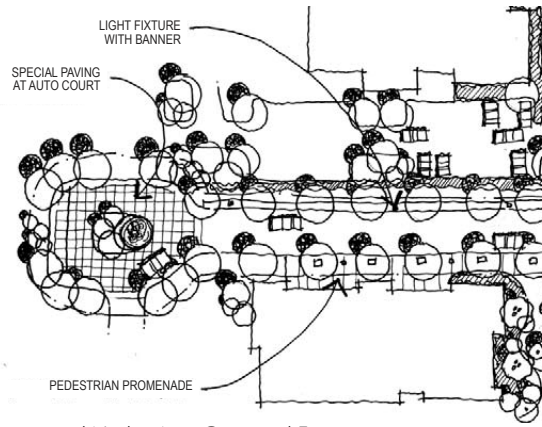
- Planting design should incorporate a composition of site furnishings such as planter pots and free-standing trellises.

3.3.2 Setbacks

- Setback areas should provide visual space, landscape zones and pedestrian/bicycle circulation opportunities between roads, buildings, parking areas and adjacent sites. The landscape treatment should be complementary to the adjacent street trees.
- Create spaces around all sides of the building, wherever feasible, to allow for view opportunities into areas beyond the building.
- Consider expanding the setbacks to exceed the minimum criteria, especially when adjacent to a larger building area.
- Use undulations in building mass to visually expand the setbacks.



Pedestrian-scale spaces that promote passive activities such as sitting and gathering should be carved between buildings.



Commercial Nodes Auto Court and Entry

3.3.3 Arrival Courts and Entries

- Use accent entry landscaping, monument signing and enhanced paving to establish a strong entry sequence.
- Set entries and arrival courts beyond streetscape planting.
- Provide landscaped pedestrian plazas directly adjacent to arrival courts to create a garden feel.
- Entry signage or monumentation should be designed into the form and character of the building. The design should relate to the main architecture.

3.3.4 Parking Areas

- Use landscaped areas and shaded walkways to reduce the visual impact of large surface parking lots.

- Plant canopy trees within parking lots to provide shade and create an appropriate human scale.
- Design parking areas to wrap around the buildings to bring the architecture forward.
- Screen parking areas visible from public streets with low, evergreen shrub masses, landscaped berms, or a combination of both.
- Avoid large parking bays between the building and the streetscape or waterfront.
- Separate parking areas from buildings, walkways and plazas with landscaping.
- Create versatility in parking layouts to allow farmers markets or festival events in large surface parking lots.



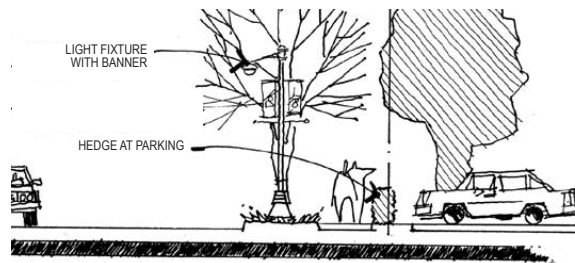
Enhanced garden features at building entries and drop-off's provide a sense of arrival. These should be used at key intersections and plazas.

3.4 Open Space and Greenbelt Guidelines

3.4.1 Pedestrian Orientation and Circulation

- Provide people-gathering places (i.e. outdoor seating areas) between buildings and parking lots to give a garden feel to buildings.
- Incorporate special design features adjacent to the esplanades, streetscape or open space areas to create a setting that encourages pedestrian interaction.
- Use architectural coverings to soften building forms over pedestrian areas.
- The size of the courtyard or plaza should be determined by the scale and character of the development and its surroundings.
- Incorporate focal elements into plazas or seating areas. Focal elements include artwork, water features, stages or featured planting.
- People-gathering places should include program elements appropriate for the project and its use. Provide the following at a minimum:
 - Benches, tables and chairs
 - Shade trees
 - Trellis work and other shade devices
 - Special paving materials
- Encourage ground floor uses such as outdoor dining that promote pedestrian activity adjacent to walkways and esplanades.

- Design and locate pedestrian links, where practical, in a manner to support the more intense uses (i.e., retail and dining) along the esplanades.
- Provide a walkway on at least one side of all primary entry drives and primary internal roadways within a project.
- Walkways should be separated from buildings or curbs by landscaped areas that are twice the width of the walkway.
- Provide pedestrian circulation between adjacent developments, where appropriate.
- Walkways should be separated from the curb with landscape planting.
- Incorporate vine plantings to enhance and frame special architectural elements and soften building facades.
- Use flowering trees and shrubs for accent and color. Plant canopy trees to provide shading for pedestrian areas.
- Use arbors, trellises, walls, gates and other elements to reinforce the architecture adjacent to pedestrian spaces.



Commercial Nodes Parking Buffer Hedge



Farmer's markets are a way of turning parking areas into multi-purpose spaces for community-oriented events.

- Incorporate “green design” principles whenever possible.

3.4.2 Building Entries

- Provide a landscape/hardscape plaza space at each building entry for accent landscape, entry signage and monummentation, if possible.
- Shared entries between two or more buildings are encouraged.
- Provide enhanced garden treatments and accent paving at arrival courts to create an attractive “front door” appearance.

3.4.3 Enhanced Paving Areas

- Use accent paving to provide visual interest and identify pedestrian areas such as plazas, building entry zones and pedestrian crossings.
- Use consistent paving materials to create a sense of visual unity throughout the project.

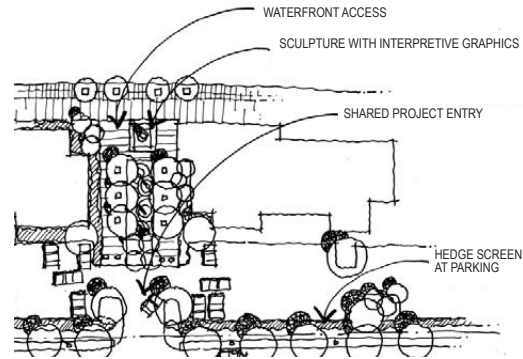


Gathering spaces along sidewalks encourage pedestrian use.

- Paving materials, colors and patterns should be compatible with the overall theme of the project.

3.4.4 Site Furnishings

- Incorporate site furnishings to visually and functionally integrate the design theme.
- Place site furnishings along pedestrian areas to create visual continuity, reinforce project character and frame outdoor use areas.
- Site furnishings should be arranged in a composition that is in scale with the outdoor space.
- Water features may be used as focal points, and should be designed to have visual interest when not in use.
- Monuments and bollards may be used as focal points to define pedestrian areas.
- Handrails should be ornamental metal or painted steel, and be compatible with the building architecture.



Commercial Nodes People-Gathering Places

- Incorporate built-in seat walls into landscape and pedestrian areas. Materials and colors for seating walls should be compatible with the building architecture.

3.5 Architectural Guidelines

3.5.1 Building Orientation and Site Layout

- Buildings should relate to building masses of adjacent properties to reinforce view corridors, create positively shaped and usable open spaces, and respect height limitations.
- Building locations should optimize on and off site views.
- Design the waterfront side of the development in a manner to maximize the public's appreciation of and interaction with the waterfront.
- Pedestrian bridges may be connected to architectural icons at the key corners of a building to serve as a gateway element.



Pedestrian circulation corridors between developments should include planter cut-outs to soften the streetscape.

- Provide a direct, clear defined walkway to the building access points, closest pedestrian connection (i.e., esplanade and streetscape) and parking areas.
- Design buildings to allow pedestrians to circulate around buildings without stepping into vehicular driveways.
- Entries for drop-off, visitor or employees should be located to insure efficient pedestrian



Use arbors and water features to reinforce open spaces and architecture.



Special paving should be used in areas where people gather such as plazas and outdoor seating areas.

access in an enhanced landscape/courtyard settings.

- Arrival courts should be positioned within the architectural forms.

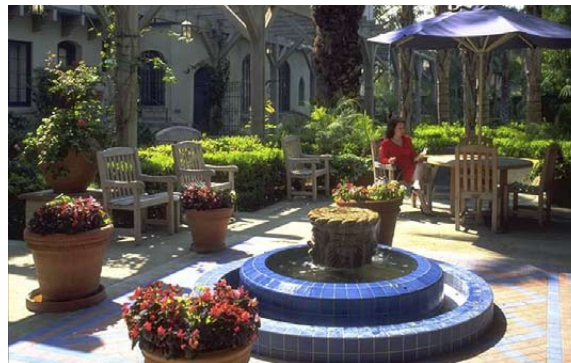
3.5.2 Building Massing, Height and Scale

- Provide one common unifying theme for the building type, and develop an overall compatibility in scale, mass and form with the contextual environment surrounding the project.
- Step the height and massing to transition against adjacent projects.
- Building massing should respect and contribute to the overall pedestrian scale and be arranged to form outdoor plazas or pedestrian spaces wherever possible.
- Building massing along the street frontage and waterfront should be designed with visual interest that engages the pedestrian/bicyclist.

- Increase the articulation of building massing adjacent to pedestrian walks and people-gathering places.
- Amenities at people-gathering places (outdoor seating, pedestrian plazas, etc.) should relate to the main building architecture.
- Street corners and public open spaces should be brought into the project by opening the massing of the buildings.
- Ground-floor facades should have transparency and relate to the human scale, including signage and visual scale.

3.5.3 Building Colors and Materials

- The color palettes for the projects should be earth tone, with bold color treatments of accent materials.
- Use contrasting materials and finishes to create visual interest and add subtle texture.



Site furnishings should visually and functionally integrate the design theme.



Site furnishings and water features along pedestrian areas soften architectural edges and making spaces more inviting.

- Treat window frames, lighting fixtures, railings and other accent building elements with accent materials (i.e. metal, glass and tile) in a manner that helps unify the various parts of a building or project.
- Use building forms and articulations to help identify building entries. Avoid the use of bold colors to create identity.

3.5.4 Articulation and Fenestration

- Use vertical architectural forms or features at entries and corner treatments to increase visibility from streets and assist in pedestrian orientation.
- Articulate building masses adjacent to the streets with elements such as recesses in windows and door openings, balconies and variation in building height.
- Provide building trellis, awnings and canopies in pedestrian areas and entries for visual interest and shade.

- Create second-level pedestrian plaza opportunities to create a multi-tiered circulation.
- Avoid long, unarticulated building facades along street frontages.
- Building ground floor treatments and entries should be articulated and detailed for human scale, comfort and interest.
- Size and location of doors and windows should relate to the scale and proportions of the building elevation.

3.6 Lighting

- Lighting styles must be consistent throughout a project and be an integral part of the overall architectural theme.
- Lighting fixtures should be integrated into the building architecture.
- Light sources should be indirect.
- Use landscape lighting, such as tree uplights, to add a glittering effect to supplement the indirect lighting. Conceal landscape lighting fixtures from view by placing them in landscaped areas.
- Illuminated bollards may be used to define pedestrian walkways.
- Decorative lighting is encouraged in areas adjacent to pedestrian walkways.

- Consider energy conservation in nighttime lighting.
- Pedestrian walkway lighting levels should be relative to the level of security necessary.
- No spillage off-site.

3.7 Walls and Fencing

- Design walls and fences to be visually compatible with the architecture of the buildings.
- Use high quality, low maintenance and durable materials suitable for the marine environment.
- Incorporate pedestrian-scale decorative walls and fencing adjacent to the waterfront esplanade and property boundaries to provide



Buildings should be located to reinforce view corridors to the waterfront.



Building orientation creates positive, usable open spaces

a physical separation between the public and private spaces.

- Screen walls/fencing with landscape elements to enhance their appearance.

3.8 Sustainability Guidelines

The heart of sustainable communities planning and design is to create thriving communities in balance with a healthy environment. Sustainable communities can achieve levels of social well-being, economic prosperity and environmental health that are superior to common community development practices. They are livable, healthy, enduring human-scale places that are compatible with and considerate to earth's natural ecosystems. They are planned and designed in such a way that people are part of the site ecology. Humans, plants, animals, are happy, healthy and safe, and earth's resources are respected. Strong bonds are formed between neighbors, the larger community, and people and the environment.

3.8.1 Ecosystems / Natural Resource Conservation

- Coordinate design of drainage areas with integrated design for stormwater conveyance and water quality.
- Provide structural diversity in landscape plantings (trees, shrubs, understory, etc.).
- Provide habitat linkages between open spaces.
- Create natural systems where feasible and where they can function naturally in perpetuity.
- Design streetscapes, open areas and private landscapes with native plants, varied plant communities and with cover, forage and other habitat requirements for wildlife.
- Avoid monocultures that are susceptible to diseases and events that devastate the entire biological component of that habitat.

3.8.2 Erosion and Sediment Control

- Develop erosion control plans to minimize the adverse impacts to drainage corridors.
- Use natural soil stabilization techniques and bio-engineering methods where feasible.

3.8.3 Storm Water Management / Water Quality

- Develop and implement an on-site stormwater treatment plan/feature to minimize toxicity of runoff to improve water quality.
- Utilize on-site detention basin to control and/or capture stormwater run-off.

- Implement stormwater runoff blending with irrigation water where possible.
- Use bio-engineering to stabilize channels, use sheet flow instead of concentrating flows, use bioswales in parking areas, incorporate small detention/retention ponds on site, versus large regional facilities, and separate impervious areas with landscaped areas to filter.
- Pave only surfaces that must be paved and use alternatives that slow runoff and increase permeability.

3.8.4 Community Planning and Design

- Reduce pavement quantities by sharing use on low volume drives between pedestrians, vehicles and bicycles.
- Share parking between users or adjacent parcels to reduce pavement quantities.
- Centrally locate public spaces and community facilities.
- Implement traffic calming techniques where possible.
- Promote walking and biking to reduce dependency on the automobile.
- Provide outdoor spaces to create opportunities for social interaction along streets and areas adjacent to streets, such as parks and eating establishments.

- Provide detached bike paths and walkways with varied natural landscaping to provide a comfortable walking experience.

3.8.5 Human-Scale / Pedestrian-Friendly Development

- Design narrower streets.
- Orient buildings toward pedestrian areas.
- Create a contiguous open space system for recreational use.
- Whenever possible provide secondary linkages through and from individual parcels to the primary trail system.

3.8.6 Site Design and Construction

- Phase development to minimize site disturbance and dust.
- Balance earthwork on-site and minimize mass grading operations.
- Coordinate utility locations to share utility trenches and corridors.
- Provide canopy trees in parking lots, hardscape areas and side walks (installed as 24" or 36" box size for minimum impact).
- LEED™ (e.g. Provide shade within 5 years) on at least 30% of the non-roof impervious surface on the site, including parking lots, walkways, and plazas.

- Do not exceed Illuminating Engineering Society of North America foot candle level requirements for all outdoor lighting (e.g. full cut-off luminaires, low-reflectance surfaces, low-angle spotlights).
- Consider using of “Green” Materials such as recycled materials. Specify materials that can be recycled.
- Provide dedicated bicycle parking areas and bike lockers close to building entrances.
- Consider using stabilized road base and porous paving systems for surfaces for parking lots.
- Minimize parking lot size by sharing spaces with adjacent uses.
- Use native and regionally adapted plants as discussed in the Landscape Zone Concept in the Introduction, Section 1.4. Place plants in appropriate microclimatic condition. Use mulch to retain soil moisture.
- Create varied ecological communities, avoiding monocultures. Provide vertical landscape layering for wildlife cover. Select species for wildlife value.
- Place trees and large shrubs with consideration of the solar objectives of structures.

SECTION ONE: LEASEHOLD GUIDELINES

4.0 RESIDENTIAL

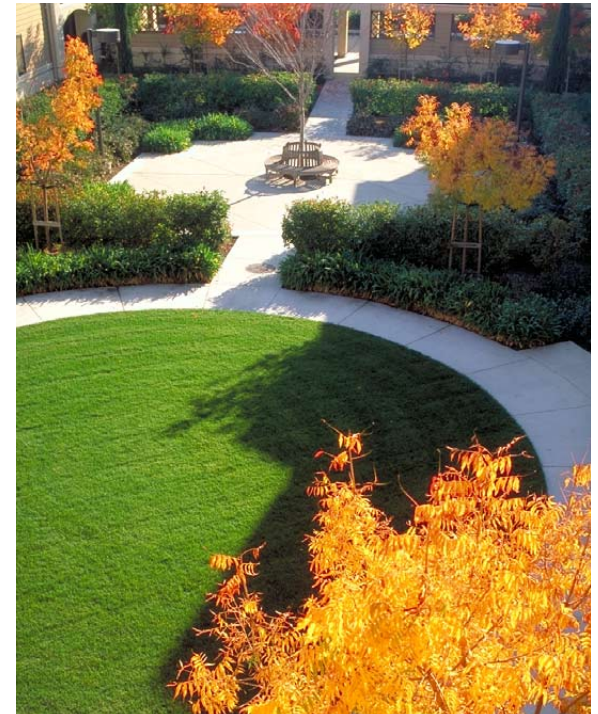
4.1 Description of Uses

The residential areas are described as the most private of the developments that generally do not have a strong interaction of the pedestrian community within its core. It is important to establish a character for these projects, which will allow them to fit within the overall context of the Marina community while maintaining the need for privacy and exclusiveness.

The criteria established for these developments will concentrate on the very outer edges of the project and the transitional qualities to help blend into the character of the waterfront, streetscape and the adjacent open space/greenbelt areas.

4.2 Design Concept

The focus of the residential development is to concentrate the image at the street level. The streetscape will strive to create a pedestrian feel to offer generous open space but maintain a sense of privacy, safety and security. The streetscape will consist of a hierarchy of planting, with large canopy trees lining the boulevards within the primary streets, and smaller-scale trees and shrubs



Internal spaces with strong landscape character should provide areas for various activities.

framing the smaller streets, pedestrian crossings and corner treatments. The internal core of the residential projects may have a strong pedestrian use, screened from the surrounding public uses for privacy reasons. The leaseholders will be

encouraged to allow filtered views into the internal areas of the projects, but will not necessarily be required to provide through access.

The setbacks of the building masses will terrace between units and between surrounding uses to help open view corridors and keep a pedestrian scale around the perimeter of the project.



Streetscapes should be pedestrian-oriented with canopy trees and bicycle paths.

4.3 Streetscape Guidelines

4.3.1 Landscape

- Use plant materials that are based on the Marina's Landscape Zone Concept as described in Section 1.4.
- Establish an overall theme for each project, with a variety in textures and colors to create visual interest.
- Provide landscape buffers between the street and pedestrian walkways wherever feasible.



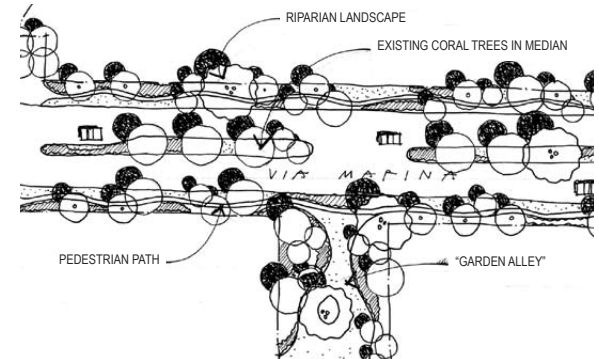
Terraced setbacks soften the spaces between pedestrians and buildings.



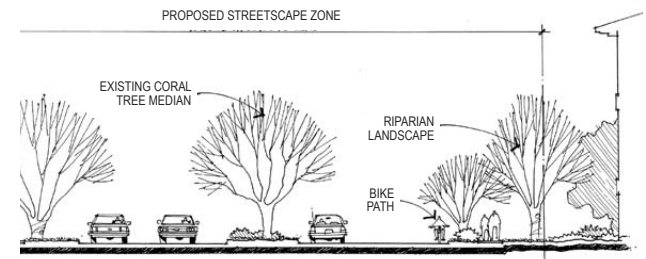
Densely vegetated setbacks from the streets would create a park-like feel in residential areas.

- Landscaping should be terraced back to the buildings along street frontages. Massing of material should provide a comfortable feel but should not be overgrown.
- To the extent possible, match tree species with those of adjacent developments to create a rhythmic streetscene and visually tie the community together.
- Plant material colors should softly contrast against the building architecture.

- Incorporate vine plantings to soften building facades when building façade is near street.
- Use complementary plant materials adjacent to the waterfront esplanade and project boundaries to provide a physical barrier between the public and private spaces.
- Incorporate skyline palms and lacy canopy trees adjacent to the esplanade, where feasible, to reinforce an identifiable image.
- Incorporate recreation/exercise course, paths or bikeways along the street.
- Offer shaded trellis or covered seating along the street.



Residential Boulevard Streetscape Character



Residential Boulevard Streetscape Character Section

- Screen garages or parking structures from street.
- Setbacks along Via Marina should be densely landscaped to buffer pedestrians from the street.
- Proposed Street trees along Via Marina should complement existing street trees for visual continuity.
- Street trees within the residential moles should complement the European cobble street character and should be planted in grates.

- Ornamental Riparian understory should be used in the planters along the residential moles.

4.3.2 Site Entries and Driveways

- Provide a landscape/hardscape reservation space at each site entry for accent landscape, entry signage monumentation and enhanced paving, where possible.
- Accent site entries by planting flowering shrubs, annual color, groundcover and flowering trees along entry driveways.
- When multiple buildings are planned, strive to minimize drive lanes or entries.



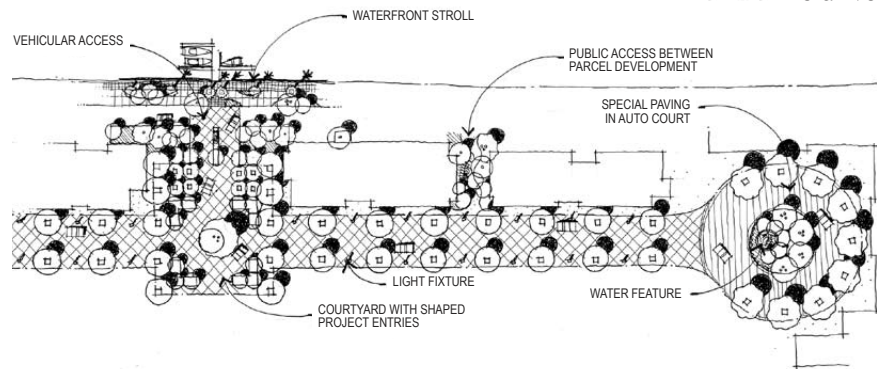
Courtyards should be intimate in scale and catered toward pedestrians with seating opportunities and landscaping.

- Avoid facing garages onto the street. Provide internal parking.

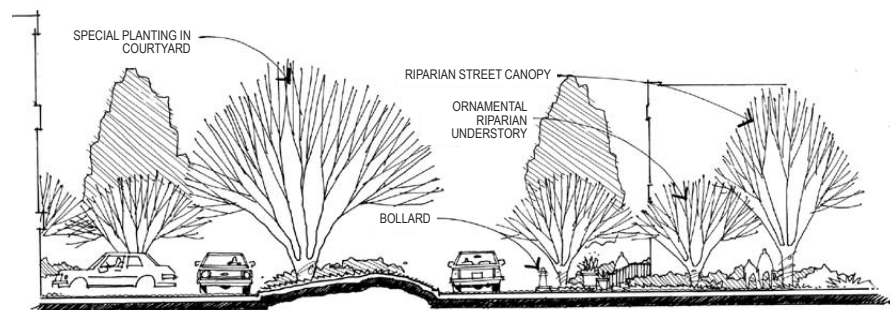
4.4 Open Space and Greenbelt Guidelines

4.4.1 Pedestrian Orientation and Circulation

- Incorporate special design consideration to create a pedestrian setting. Some combination of the following elements should be used:
 - Trellis or covered seating nodes
 - Shade trees
 - Outdoor seating
 - Courtyards
 - Special paving
 - Water fountains
 - Environmental art
- Orient open space links to be adjacent to public open space or waterfront esplanades.



Residential Mole Streetscape Character



Residential Mole Streetscape Courtyard Character Section



Trellises and shade structures provide focal points in addition to opportunities for rest along walkways.

- Higher-maintenance materials can be concentrated in areas for pedestrians and have a more intimate scale, such as outdoor seating areas and building entrances.
- Use landscape and site features to create a visual link between individual buildings and develop a sense of place for the project.
- Use low-maintenance, drought-tolerant materials in open space areas.



Pedestrian paths and bikeways should link to open spaces for functional and recreational value.



Public access to the waterfront should be lushly vegetated for comfortable transitions.

4.4.2 Enhanced Paving Areas

- Use accent paving to identify pedestrian areas such as building entries and pedestrian crossings.
- Use consistent paving materials to create a sense of visual unity throughout the project.
- Paving materials and colors should be compatible with the architecture of the project.

4.4.3 Site Furnishings

- Place site furnishings along walkways and outdoor spaces to create visual continuity, reinforce project character and provide outdoor use.
- Water features may be used as focal points, and should be designed to have visual interest when not in use.
- Provide sufficient seating areas to promote social interaction.

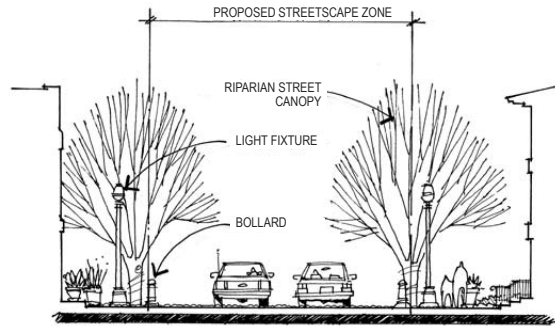


Consistent paving materials create a sense of visual unity through plazas.

4.5 Architectural Guidelines

4.5.1 Building Orientation and Site Layout

- In general, locate buildings with a formal orientation to the adjacent arterial and collector streets.
- Special considerations should be given to pedestrian and bicycle access to the greenbelt and waterfront esplanades.
- Building masses should be arranged to reinforce view corridors, create positively shaped and usable open spaces, and respect height limitations.
- Locate buildings in a manner that is efficient, appropriate to site conditions, effective to the overall architectural composition and compatible with adjacent development.
- Building locations should optimize on and off site views.



Residential Mole Streetscape Character Section

- Locate parking off the main entry streets and away from the public's view.
- Position the entries of buildings to establish a clearly define "front" or "back" to the building.
- Design waterfront development in a manner to maximize the public's appreciation of and interaction with the waterfront. Create usable "backyards" to interface with the waterfront or with the adjacent uses.



Combinations of site furnishing and special garden treatments should be used to create comfortable and intimate pedestrian spaces.



Site furnishings reinforce project character and distinguish spaces from one another.

- Pedestrian bridges may be connected to architectural features at common buildings or recreation centers, but should not link to residential units. Provide architectural icons at the key corners of the site or project to serve as a gateway element.

4.5.2 Building Massing, Height and Scale

- Variety should prevail over uniformity, so long as the overall compatibility in scale, mass and form is maintained.
- Vary building heights and massing between adjacent projects. Provide stepping of buildings to transition to adjacent building forms.
- Building massing should respect and contribute to the overall pedestrian scale while complementing the massing scheme of the project.
- Increase the articulation of building massing adjacent to pedestrian walks and people-gathering places.

- Integrate detached structures, including parking structure and satellite buildings, into the overall project design.
- Residential architecture should consider compatibility and harmony between adjacent buildings and the overall thematic style of the community.
- Private club facilities should have architectural front to blend with the surrounding environment.
- Shield storage facilities, equipment or boats and trailers from public view.
- Amenities at people-gathering places (outdoor seating, play equipment, etc.) should relate to the main building architecture.

4.5.3 Articulation and Fenestration

- Use vertical architectural forms (i.e., towers) as focal points to increase visibility from streets and assist in pedestrian orientation.



Usable "backyards" should be integrated into the architecture in order to engage the waterfront.

- Articulate building masses adjacent to the streets with elements such as recesses in windows and door openings, variation in building height, and balconies and awnings.
- Avoid long, unarticulated building facades along street frontages by incorporating architectural elements.
- Building ground floor treatments should be articulated and detailed for human scale comfort and interest.
- Use recess projections, columns, canopies and other distinct treatments to articulate entries and reinforce the pedestrian scale.
- Size and location of doors and windows should relate to the scale and proportions of the building elevation.

4.6 Lighting

- Lighting fixtures should be integrated into the building architecture.
- Light sources should be indirect and not allow spillage to off site areas.
- Use landscape lighting, such as tree uplights, to add a glittering effect to supplement the indirect lighting. Conceal landscape lighting fixtures from view by placing them in landscaped areas.
- Decorative lighting with a nautical theme is encouraged in areas adjacent to pedestrian walkways and the waterfront esplanade.

- Pedestrian walkway lighting levels should be relative to the level of security necessary.

4.7 Walls and Fencing

- Design walls and fences to be visually compatible with the architecture of the buildings.
- Use high quality, low maintenance and durable materials suitable for the marine environment.
- Incorporate pedestrian-scale decorative walls and fencing adjacent to the waterfront esplanade and property boundaries to provide a physical separation between the public and private spaces.
- Screen walls/fencing with landscape elements to enhance their appearance.

4.8 Sustainability Guidelines

The heart of sustainable communities planning and design is to create thriving communities in balance with a healthy environment. Sustainable communities can achieve levels of social well-being, economic prosperity and environmental health that are superior to common community development practices. They are livable, healthy, enduring human-scale places that are compatible with and considerate to earth's natural ecosystems. They are planned and designed in such a way that people are part of the site ecology. Humans, plants, animals, are happy, healthy and safe, and earth's resources are respected. Strong bonds are formed between neighbors, the larger community, and people and the environment.

4.8.1 Ecosystems / Natural Resource Conservation

- Design open space corridors along parkways for enhancement of wildlife values.
- Coordinate design of drainage areas with an integrated design for stormwater conveyance and water quality.
- Provide structural diversity in landscape plantings (trees, shrubs, understory, etc.).
- Provide habitat linkages between open spaces.
- Create natural systems where feasible and where they can function naturally in perpetuity.
- Design streetscapes, open areas and private landscapes with native plants, varied plant communities and with cover, forage and other habitat requirements for wildlife.
- Avoid monocultures that are susceptible to diseases and events that devastate the entire biological component of that habitat.

4.8.2 Erosion and Sediment Control

- Develop erosion control plans to minimize the adverse impacts to drainage corridors.
- Use natural soil stabilization techniques and bio-engineering methods where feasible.
- Use natural slopes rather than retaining walls.

4.8.3 Storm Water Management / Water Quality

- Develop and implement an on-site stormwater treatment plan/feature to minimize toxicity of runoff to improve water quality.
- Utilize on-site detention basin to control and/or capture stormwater run-off.
- Implement stormwater runoff blending with irrigation water where possible.
- Use bio-engineering to stabilize channels, use sheet flow instead of concentrating flows, use bioswales in parking areas, incorporate small detention/retention ponds on site, versus large regional facilities, and separate impervious areas with landscaped areas to filter.
- Pave only surfaces that must be paved and use alternatives that slow runoff and increase permeability.

4.8.4 Community Planning and Design

- Reduce pavement quantities by sharing use on low volume drives between pedestrians, vehicles and bicycles.
- Share parking between users or adjacent parcels to reduce pavement quantities.
- Centrally locate public spaces and community facilities.
- Implement traffic calming techniques where possible.

- Promote walking and biking to reduce dependency on the automobile.
- Provide outdoor spaces to create opportunities for social interaction along streets and areas adjacent to streets, such as parks and eating establishments.
- Prepare development programs that promote social interaction between residents.
- Provide detached bike paths and walkways with varied natural landscaping to provide a comfortable walking experience.

4.8.5 Human-Scale / Pedestrian-Friendly Development

- Design narrower streets.
- Orient buildings toward pedestrian areas.
- Create a contiguous open space system for recreational use.
- Whenever possible provide secondary linkages through and from individual parcels to the primary trail system.

4.8.6 Site Design and Construction

- Phase development to minimize site disturbance and dust.
- Balance earthwork on-site and minimize mass grading operations.
- Coordinate utility locations to share utility trenches and corridors.

- Provide canopy trees in parking lots, hardscape areas and side walks (installed as 24" or 36" box size for minimum impact).
- LEED™ (e.g. Provide shade within 5 years) on at least 30% of the non-roof impervious surface on the site, including parking lots, walkways, and plazas.
- Do not exceed Illuminating Engineering Society of North America foot candle level requirements for all outdoor lighting (e.g. full cut-off luminaries, low-reflectance surfaces, low-angle spotlights).
- Use drainage channels to create wildlife habitat, habitat linkages and wetlands (including water treatment wetlands).
- Consider use of "Green" Materials such as recycled materials. Specify materials that can be recycled.
- Provide dedicated bicycle parking areas and bike lockers close to building entrances.
- Consider using stabilized road base and porous paving systems for surfaces for parking lots.
- Minimize parking lot size by sharing spaces with adjacent uses.
- Use native and regionally adapted plants. Place plants in appropriate microclimatic condition. Use mulch to retain soil moisture.

- Create varied ecological communities, avoiding monocultures. Provide vertical landscape layering for wildlife cover. Select species for wildlife value.
- Place trees and large shrubs with consideration of the solar objectives of structures.

**SECTION ONE:
LEASEHOLD GUIDELINES**

**5.0 SUPPLEMENTAL
GUIDELINES**

**5.1 Loading, Storage and Service
Areas**

- Screen all loading and outdoor storage areas from adjacent public streets and properties with fencing/walls or landscape materials that are compatible with the overall architectural and landscape design.
- Elements being stored should not extend above the height of storage area screening walls.
- Use screen walls for service areas and security or restricted access locations.
- Each project must accommodate servicing activity.
- A program must be provided for addressing the needs of package pick-up and delivery, as well as keeping service people and their vehicles from disrupting the access of owners/tenants and their clients. This program may include dedicated service vehicle parking areas, vehicle turnouts, etc.
- All loading and service areas should be clearly signed.
- Loading areas should accommodate backing and maneuvering on-site, not from a public street.
- Refuse storage enclosures are required for all projects.
- Enclosures should be of sufficient height to screen the bins completely so as to screen all refuse containers from adjacent lots and/or public rights-of-way.
- Refuse enclosures should provide an overhead trellis or roof to screen trash containers from elevated views, where visible from adjacent properties.
- All enclosures and trellises should be constructed of permanent materials (concrete, masonry, steel, etc.) and be aesthetically compatible with the project.
- Refuse storage areas should be designed to contain all refuse generated on-site between collections, and be limited to visually unobtrusive areas of the site.

5.2 Utilities and Mechanic Equipment

- Incorporate all utility structures into the project in a visually unobtrusive manner. Where possible, locate utility easement within open space areas.
- Exterior on-site utilities, including telephone and communication wires and equipment, must be installed and maintained underground.
- Electrical equipment should be mounted on the interior of a building, wherever practical. Where interior mounting is not practical, locate such equipment along the side or rear of a building, shielded from public view.
- Satellite dishes should be ground-mounted and located in an unobtrusive location and buffered by walls or landscape so as to minimize their visual impact.
- Antennas and satellite dishes must not be visible from any public street.
- Screen on-site transformers from view by placing them along the side or rear of the building and by screening them with landscape materials.
- Fire sprinkler valves should be placed to minimize their presence visually and, when allowed by code, painted so as to blend in with their surroundings.



Section Two

Signage Guidelines

MARINA DEL REY

DESIGN GUIDELINES

SECTION TWO: SIGNAGE GUIDELINES

1.0 INTRODUCTION

1.1 Environmental Communications System

Today, Marina Del Rey contains a wide range of signs and sign types for private development destinations. The result is a cacophony of visual clutter which contributes to confused visitors and frustrates residents and traffic congestion. The goal of these sign guidelines is to help private developers identify and sign their projects in a clear and consistent way in order to avoid “over signing” their projects; eliminate visual clutter and confusion; and facilitate traffic flow through-out the Marina.

1.2 Intent

Recognizing that each business entity within the harbor needs and desires identification for the benefit of patrons, tenants and visitors, and at the same time desirous of establishing and maintaining a high level of architectural and environmental decor, the Department and the Design Control Board have determined that the following criteria will best serve the interests of all concerned. The Department will arrange for the design and installation of (1) signs at major entrances to the

Marina which will identify the harbor; and (2) a central directory sign which will identify and locate all leased premises by name and function. Thus; signs are needed on leased premises for the limited purpose of identifying the leasehold, the names of the principal sublessees serving the public, and the general nature of the services or products offered.

Leaseholders are encouraged to be creative with the development of environmental graphics as a part of their image.

1.3 Leaseholder Submittal

Prior to the installation of any sign, the design shall be submitted for approval by the Design Control Board, and a building permit must be issued through Los Angeles County.

For approval by the Design Control Board, twelve (12) sets of appropriate drawings and specifications data (may consist of notes or drawings) shall be filed with the Department not less than 14 days prior to the next scheduled meeting of the Design Control Board (normally the third Thursday of each month.) Plans must clearly delineate the location and orientation on the premises of the signs submitted for consideration, their respective

size, conformation, materials, structure and framing method and mechanics of lighting, including location and alignment of electrical service, together with a complete depiction of proposed art work, lettering, and other embellishment, with color scheme. With respect to the latter, an architectural rendering of the signs, in color, be made available for display at the design control meeting. One set of approved plans will be sent to the Division of Building and Safety, as advice of such approval; two or more sets will be returned to the Lessee. Please contact the Planning Division at (310) 305-1530 for additional information. A plot plan review may be required from the Department of Regional Planning prior to submittal to building safety.

Two (2) sets of drawings identical to those approved by the Department, together with appropriate structural computations, shall be filed by the Lessee or his agent with the Building and Safety District Office, 24320 S. Narbonne Avenue, Lomita, California 90717, (310) 534-3760, for review of compliance with Building Code requirements and for issuance of a building permit.

All signs adjacent to dedicated public streets and highways are subject to requirements of the State Outdoor Advertising Act (Chapter 2, Division 3, Business and Professions Code) enacted as Chap. 32 Statutes of 1939.

Leaseholders are required to supply material and paint samples to the Design Control Board for approval. In some instances a partial or full

size working prototype may be required prior to approvals.

1.4 Sign Types

The signage wayfinding system for projects within Marina del Rey are categorized into five groups of sign types. The five groups are identity, direction, information, regulation and special amenities.

Identity

- Identity elements identify specific places and are used to welcome people to the project and identify locations and services. Identity elements should reflect the specific projects brand identity (corporate logo if one exists) and, be clearly visible. In this context, identity elements could potentially include: building identity, gateway or monument identity at vehicular entrances.

Additional exterior identity elements include parking identity signs, service or loading identity signs and any other area that needs to be identified.

Direction

- Vehicular and pedestrian signs direct people to destinations within the project. Vehicular signs are meant to be read from a car. Messages typically include directions to Parking. Pedestrian signs are intended to be read while walking. No more than 3 messages should appear on vehicular signs. More messages may be listed on pedestrian signs.

Information

- Information signs are intended to give people more detailed information about the project environment. These signs could contain information pertaining to parking information and pay rates; hours of operation; listings of services; site or project directories, kiosks and other public information.

Regulation

- These signs communicate laws and regulations to the public primarily for vehicular traffic regulation such as stop, one way, yield etc. Other sign types for private developers would include handicap parking signs in designated handicap parking areas, no parking zones, do not enter zones and any other areas that restrict public access and/or circulation. These signs should incorporate standard DOT/SEGD symbols as required.

Amenities

- Special project amenities are considered to be features that increase the interest and attractiveness of projects. Amenities can be considered environmental art that add to the personality of the project, or elements that inform, entertain and/or educate the visitor.

1.5 Definitions

Sign

- Any arrangement of letters, numerals, or designs superimposed or painted on, suspended from or incised into a surface and used as an outdoor display or notice, pictorial or otherwise, for the purpose of delineating identity, advertising available services and/or

products, or for giving instructions and/or directions and/or information.

Advertising Signs

- Those which direct attention to the goods or services sold, leased, or otherwise provided and made available, which shall include the name of the leasehold premises and may include names of sub-tenancies located thereon.

Monument Signs

- Those which are detached from the building, freestanding and integrated into the landscape.

Multi-Face Signs

- Those having more than one face, each of which fronts in a different direction.

Permanent Signs

- Those of substantial, durable materials and finishes intended for long-term use.

Temporary Signs

- Those intended for short duration, normally during the planning and construction phase of development.

Sign Area

- Shall be the sum of the areas enclosed within parallelograms drawn around each letter and/or pictorial or architectural embellishment. Where letters or embellishments are connected, as in script writing, the parallelograms shall encompass each group connected. Where a frame or backing for the letters, embellishments, etc., constitutes an integral part of the sign, the total area enclosed shall be considered.

Facade

- The exterior wall of a building exclusive of projecting signs, columns, pilasters, canopies, marquees, decorations, or the like.

Parapet

- That portion of the exterior wall of a building occurring above the roof.

Marquee

- A rigid canopy extending outwards from the building facade, generally over the main entrance or along a principal.

1.6 Character Concept

In establishing guidelines for the public development of the Marina, a cohesive sign concept that defines the Marina's character is vital in order to create a sense of place and identity for the site. This character concept can be integrated into gateways which welcome visitors to the site, a comprehensive wayfinding system and public amenities which tell the stories of the Marina.

Marina Themes (Represented in Green)

- Organic
- Natural
- Water/Marine Inspired

Town Center Themes (Represented in Blue)

- Urban
- Geometric
- Modern
- Simple
- Bold

Urban Resort Themes (Represented in Red)

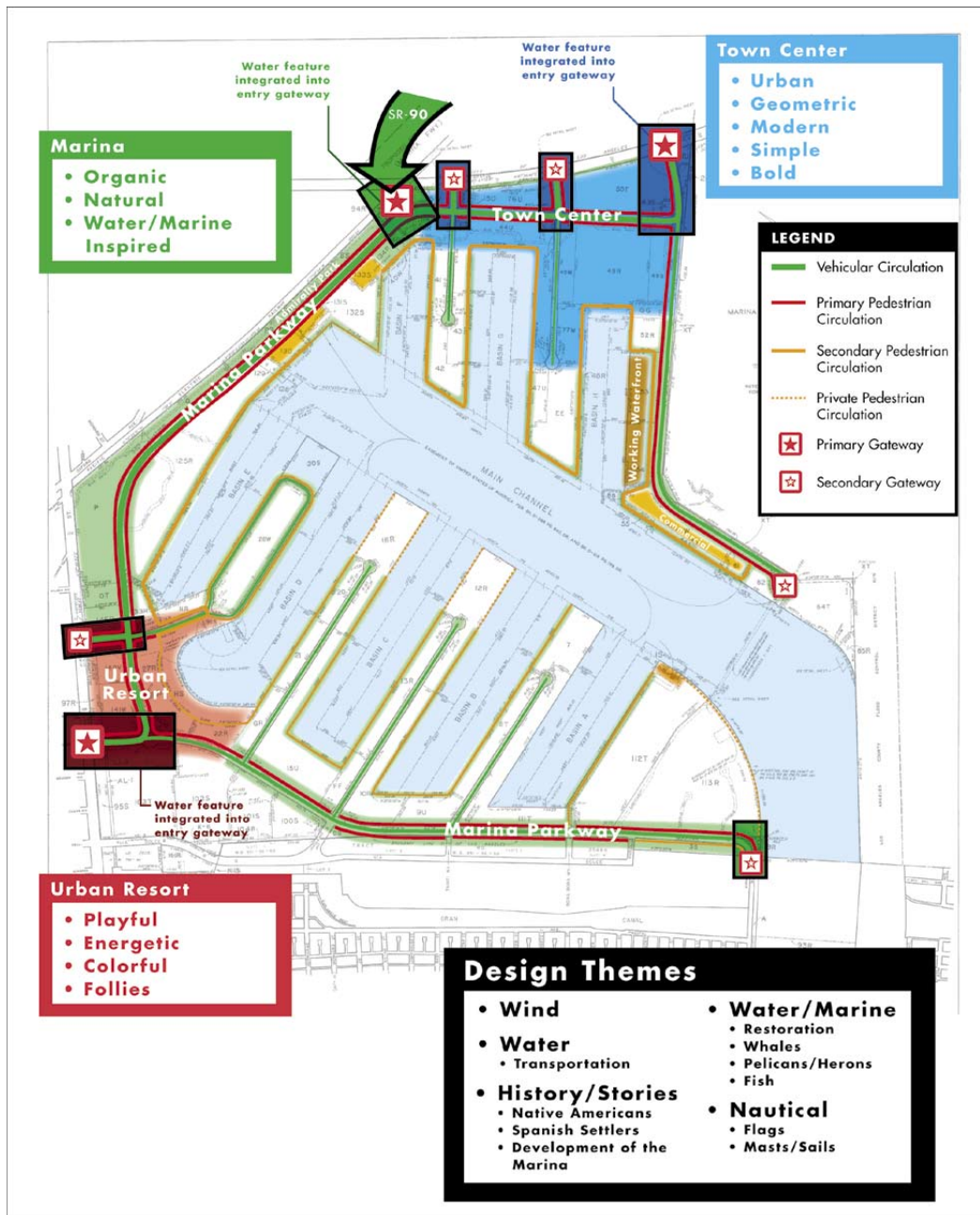
- Playful
- Energetic
- Colorful
- Incorporation of follies

1.7 General Sign Design & Limits

- Projects within the harbor should have their own visual identity yet incorporate some of the established Marina character of their particular zone to add to the fabric of the Marina del Rey experience.
- Sign size and quantity must be compatible with scale of structure.
- Leaseholders are encouraged to bring a sculptural and dimensional quality to their signs.

Letters and graphics incorporating depth will be looked upon more favorably than less dimensional graphics.

- The dimensions and shape of sign panels or elements mounted on building facades or marquees shall be in good, architecturally acceptable proportion to the dimensions of the surface on which mounted. Where more than one identity, direction, information or regulatory sign occurs on the premises, all such of each type shall be of as nearly identical size, shape and/or scale as necessary and appropriate graphics permit.



Character Concept Diagram

This diagram illustrates the character zones established for the Marina, Urban Resort and Town Center each have their distinct character. The Marina zone has it's own character which spreads throughout the rest of the Marina.

- Double or multi-face signs shall count as one (1) unit when computing number of signs allowed.
- The area of one (1) face shall be used in computing area of double or multi-faced signs.
- Sign elements will not project a maximum of 2'-0" beyond the leaseline unless reviewed and approved by the Design Review Board.

Identity Signs

- Identity signs are required for restrooms, telephones, fire extinguishes, elevators, escalators, stairs & lost and found areas within projects in the Marina.
- All identity signs throughout the Marina should incorporate the appropriate identity symbol established by the Society for Environmental Graphic Designers (SEGD).

Direction Signs

- Direction signs should be located at any vehicular or pedestrian decision point within the leaseholder project.
- Vehicular direction signs should clearly direct to destination anchors within the leaseholder project and parking.
- Vehicular direction signs should be consistent in size, shape and design throughout the leaseholder project.

- Typography on vehicular direction signs should be legible and have enough contrast to be read from an appropriate windshield viewing distance.
- Vehicular direction signs should incorporate reflective vinyl copy for nighttime illumination.
- Vehicular signs should have no more than three messages per sign.
- All direction signs throughout the Marina should incorporate the appropriate identity symbol established by the Society for Environmental Graphic Designers (SEGD) and comply with all state, local and federal regulations.

Information Signs

- Wall-mounted or freestanding directories should be located at pedestrian entry points into the leaseholder project.
- Parking information signs should be located at parking entrances denoting hours of operation and applicable parking rates.

Regulation Signs

- Regulatory signs that may be required within projects in the Marina include: no smoking, no parking, do not enter, no dogs, no skateboarding and handicapped accommodated. All regulatory signs within the destination nodes should be integrated into the landscape architecture.

- Vehicle regulation signs including stop, yield, do not enter, wrong way, speed limit, no parking and one way impose legal obligations and/or restrictions on all traffic. It is essential, therefore, that their use be authorized by the public body or official having jurisdiction and that signs conform with the Manual on Uniform Traffic Control Devices. A traffic engineering consultant is required to verify location of regulation signs on public right of way.
- Signs in the Marina must be in compliance with the following local and national guidelines:
- CalDAG 96 - Combined ADA and CA Title 24
- AASHTO Part 1 Guidelines for Supplemental Signs
- MUTCD - Manual of Uniform Traffic Control Devices
- Marina del Rey Private Design Guidelines
- County of Los Angeles Codes and/or applicable ordinances

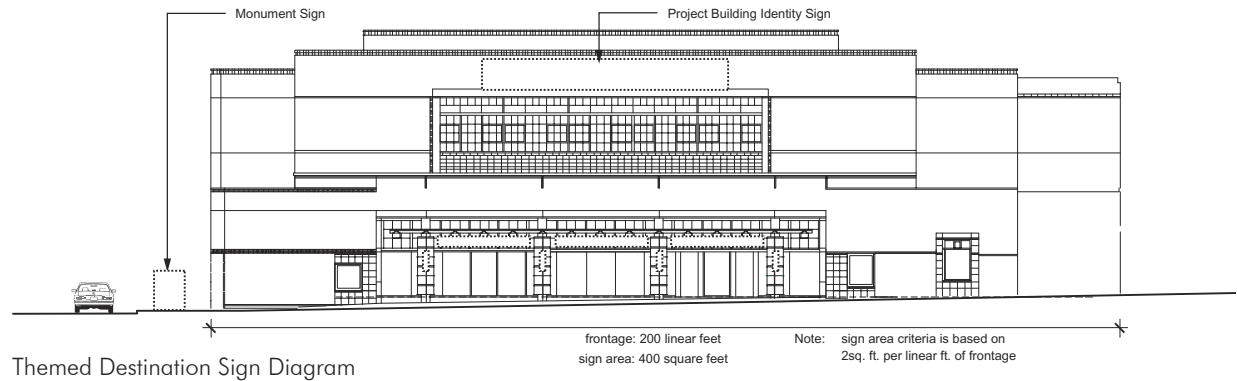
Amenities

- Public art including sculptures and clock towers, special water features, wind activated elements, etc. are encouraged within pedestrian plazas to act as landmarks within the leaseholder project.

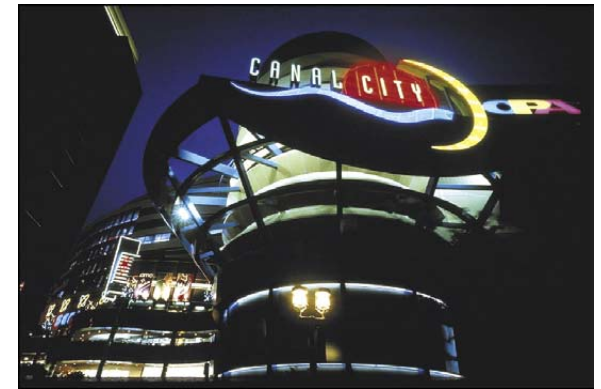
- Incorporate project banners on architectural features and light fixtures.
- Incorporate project medallions into the pavement at both pedestrian entries and decision points within the project, integrate with the landscape architecture.
- Vendor and advertising kiosks should be incorporated into pedestrian-heavy areas to enhance the pedestrian experience within the project.

1.8 Themed Destination Sign Design Guidelines

- There are 2 areas, originally identified as catalytic projects in the AMS, which compose the Themed Destinations; the Town Center and The Urban Resort.
- Themed Destination Leaseholders are allotted a total of two (2) square foot of signage per linear foot of street frontage for building signs.
- Themed Destination Leaseholders are encouraged to incorporate the following signs into their project:
 - Project Building Identity Sign
 - Project Monument Sign
- Environmental graphics color palettes should be bold, vibrant and energetic within the Themed Destination.



Project Building Identity Sign

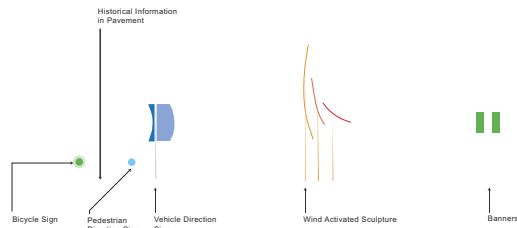


Project Building Identity Sign

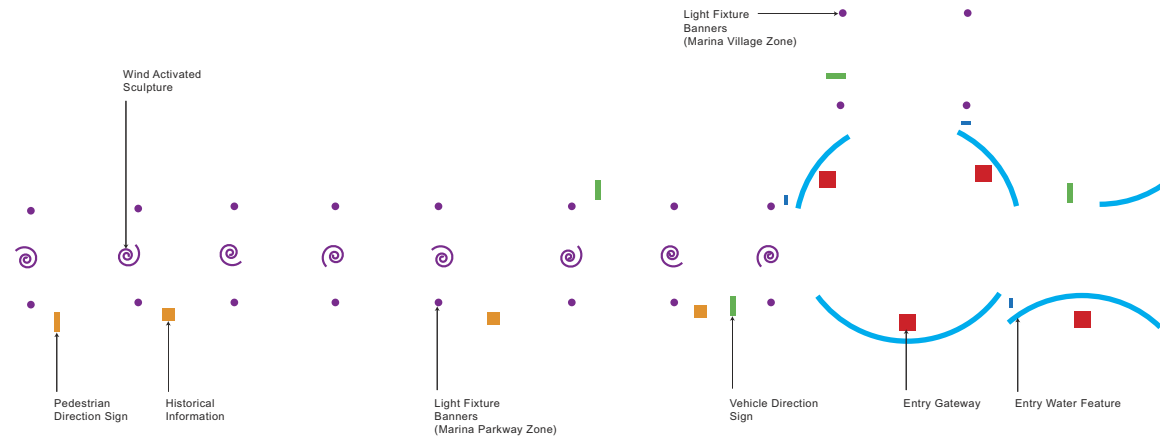


Project Monument Sign

- The Town Center is near Admiralty Way and Mindanao Way, which is based on a more formal/geometric grid system and has a boulevard feel.

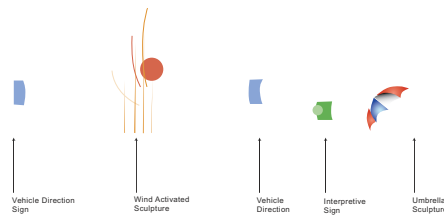


Themed Destinations: Town Center Streetscene Character Elevation

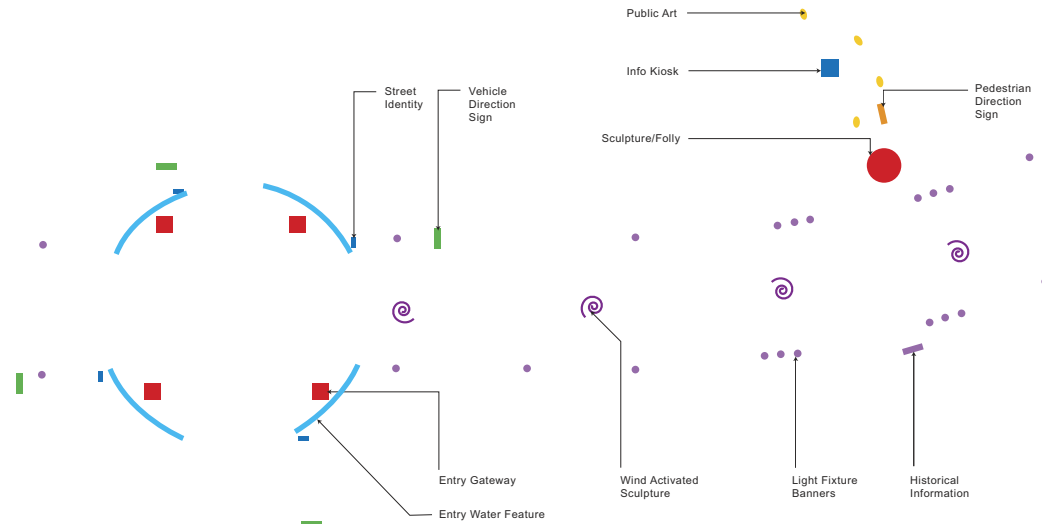


Themed Destinations: Town Center Streetscene Character

- The Urban Resort is located at Marina Beach, which has a resort atmosphere, with playful graphics, vivid colors and follies incorporated into the landscape.



Themed Destinations: Urban Resort Streetscene Character Elevation



Themed Destinations: Urban Resort Streetscene Character

1.9 Commercial Sign Design Guidelines

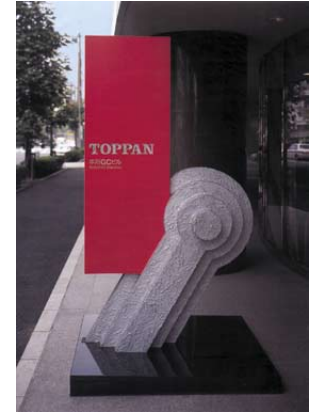
- Commercial project leaseholders are allotted a total of one (1) square foot of signage per linear foot of street frontage for building signs.
- Commercial Project Leaseholders are encouraged to incorporate the following signs into their project:
- Building Identity Sign
- Monument Sign
- Environmental graphics color palettes should be bold and vibrant within the Commercial project.



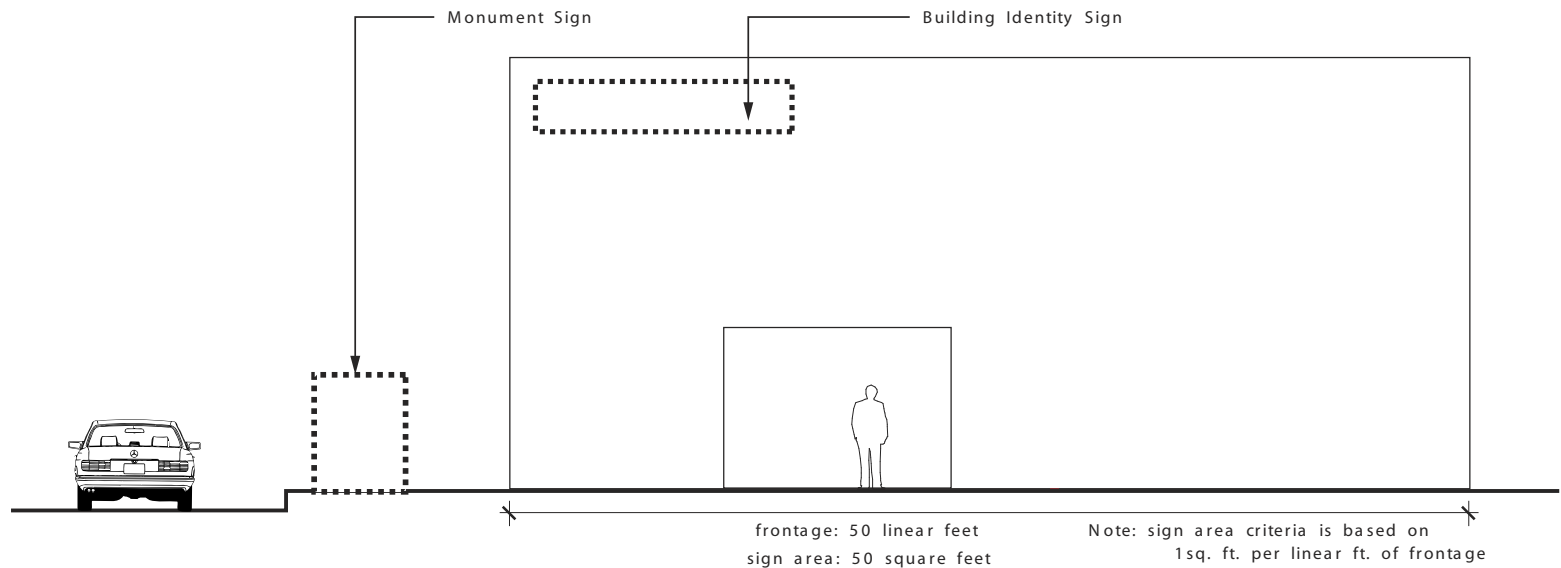
Building Identity Sign



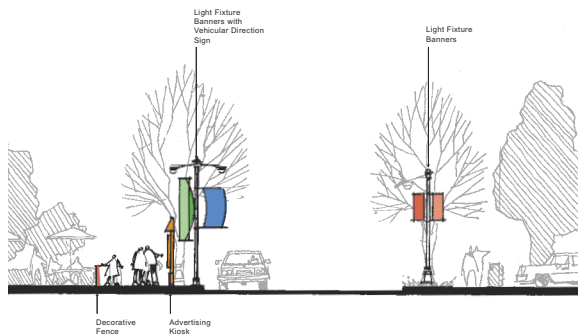
Monument Sign



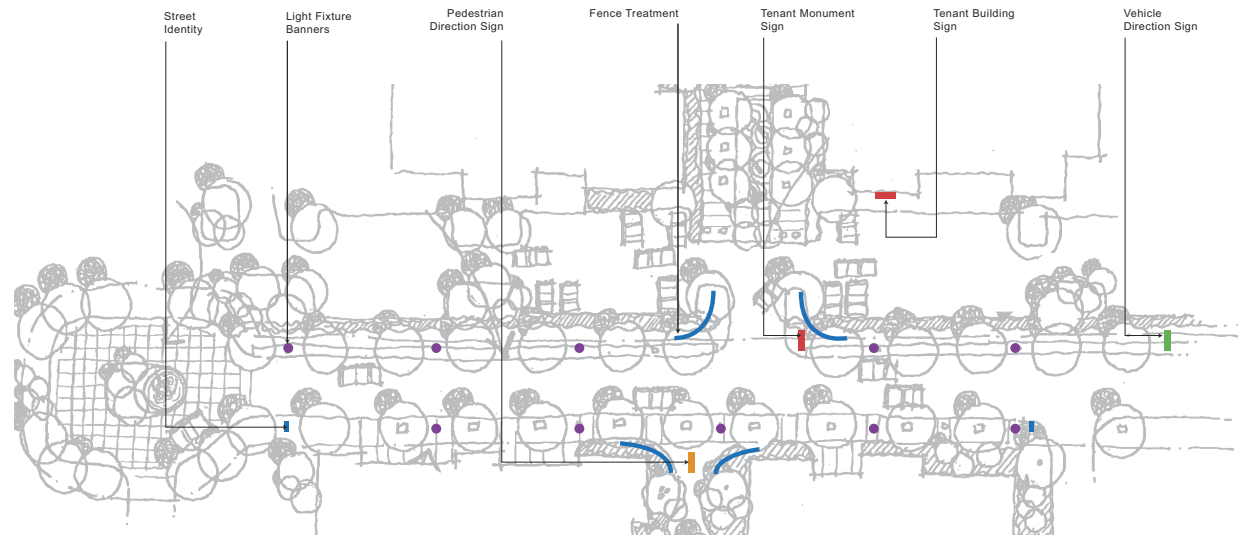
Monument Sign



Commercial Sign Diagram



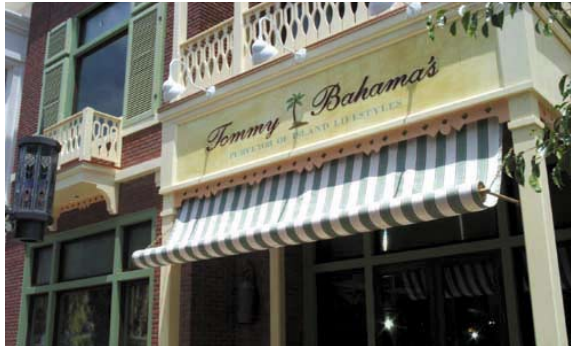
Commercial Nodes Streetscene Character Elevation



Commercial Nodes Streetscene Character

1.10 Retail Sign Design Guidelines

- Retail project leaseholders are allotted a total of one (1) square foot of signage per linear foot of street frontage for building signs.
- Retail Project Leaseholders are encouraged to incorporate the following signs into their project:
- Retail Fascia Identity Sign
- Retail Blade Identity Sign (Requires 7'-6" clearance from grade)
- Secondary Wall-Mounted Identity Sign (Required to be mounted 60" from grade)
- Environmental graphics color palettes should be bold and vibrant within the Retail project.



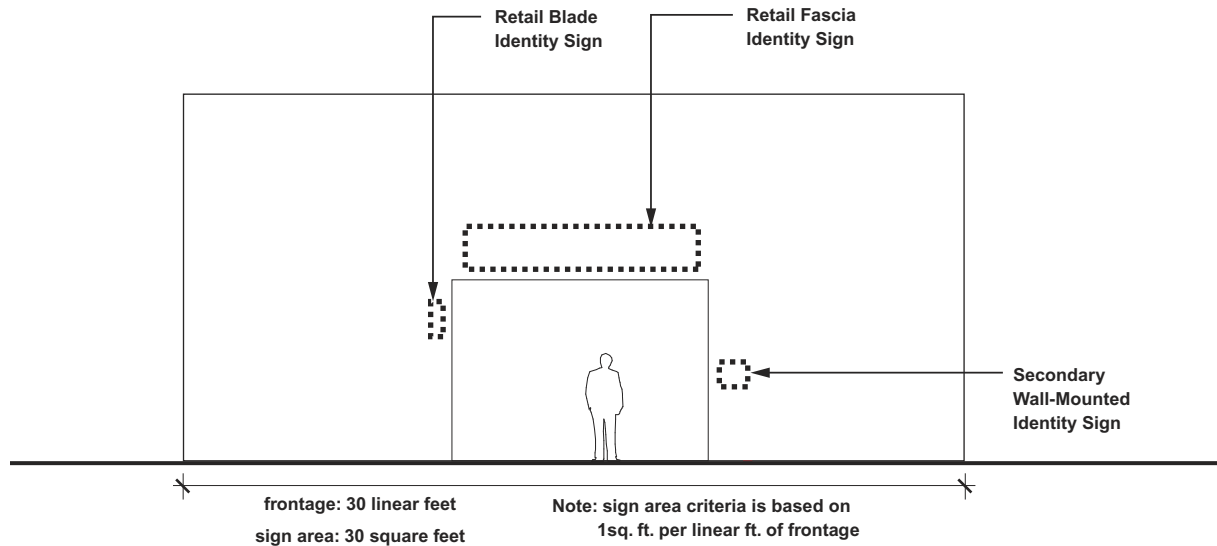
Retail Fascia Identity Sign



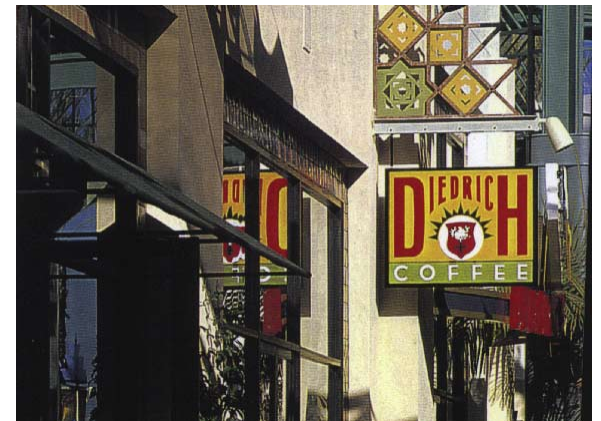
Retail Fascia Identity Sign



Retail Blade Identity Sign



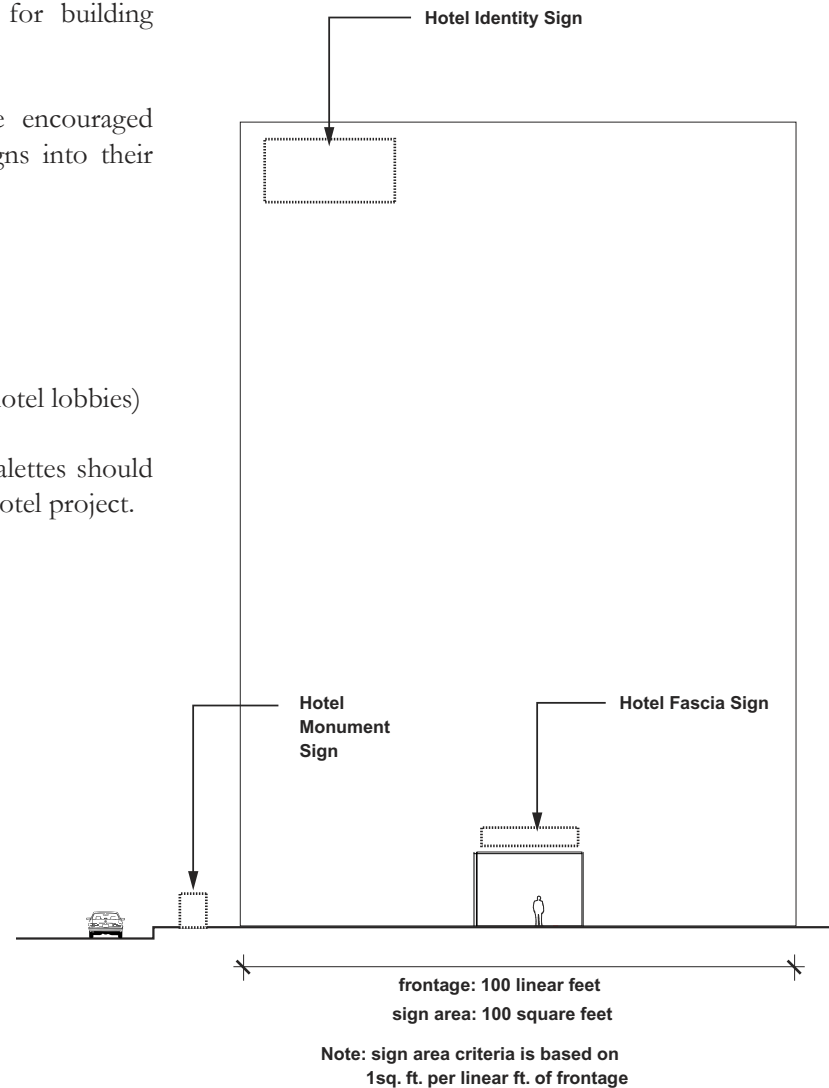
Retail Sign Diagram



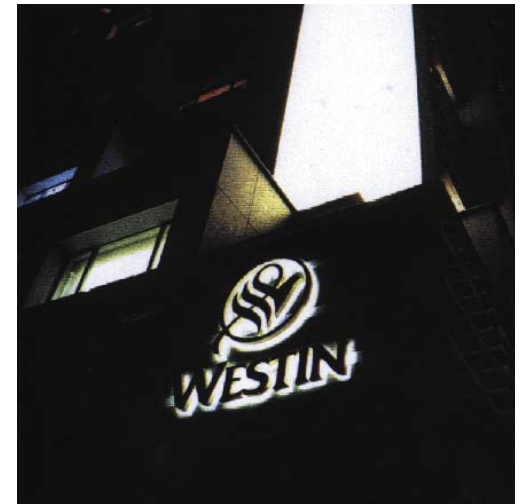
Secondary Wall-Mounted Identity Sign

1.11 Hotel Sign Design Guidelines

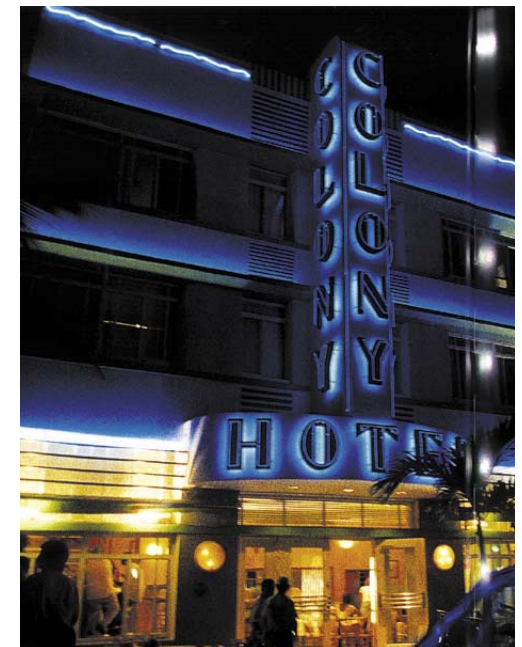
- Hotel project leaseholders will be allotted a total of one (1) square foot of signage per linear foot of street frontage for building signs.
- Hotel Project Leaseholders are encouraged to incorporate the following signs into their project:
 - Hotel Building Identity Sign
 - Hotel Monument Sign
 - Hotel Fascia Identity Sign (into hotel lobbies)
- Environmental graphics color palettes should be bold and vibrant within the Hotel project.



Hotel Sign Diagram



Hotel Building Identity Sign



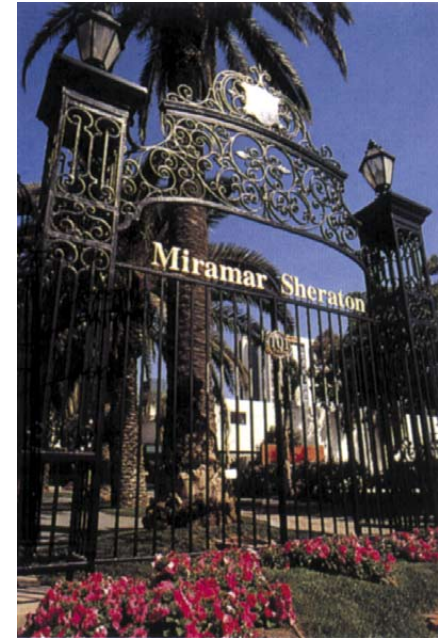
Hotel Fascia Identity Sign

1.12 Hotel and Private Club Sign Design Guidelines

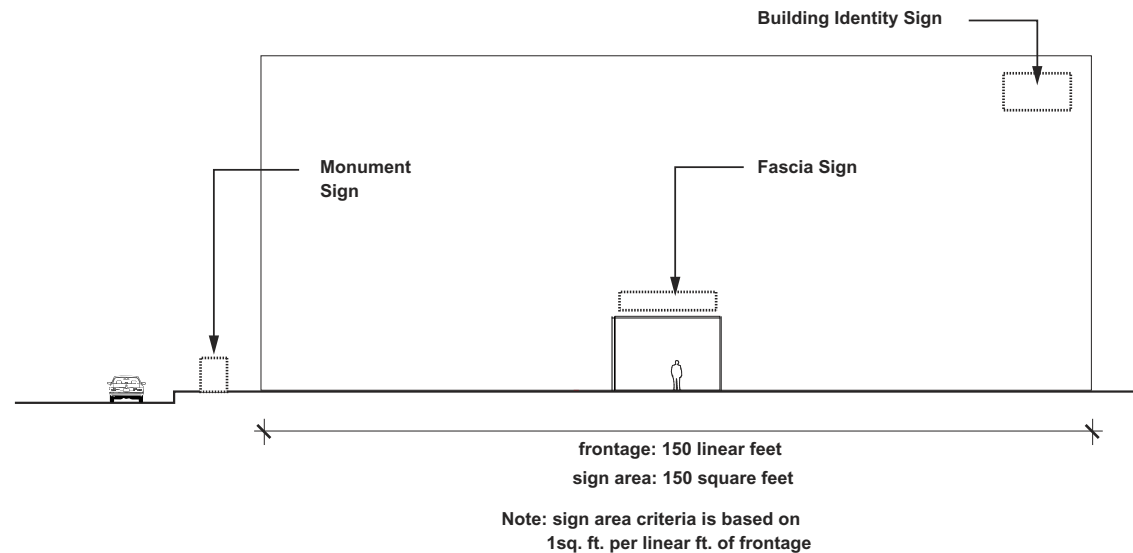
- Private club project leaseholders are allotted a total of one (1) square foot of signage per linear foot of street frontage.
- Hotel Project Leaseholders are encouraged to incorporate the following signs into their project:
- Monument Sign
- Fascia Identity Sign (into hotel and club lobbies)
- Environmental graphics color palettes should be harmonious with the architecture.



Monument Sign



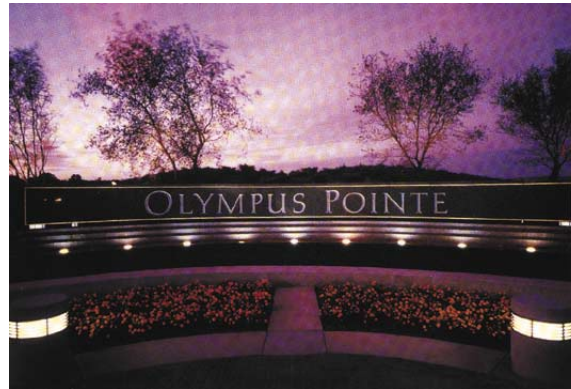
Fascia Identity Sign



Luxury Hotel and Private Club Sign Diagram

1.13 Residential Sign Design Guidelines

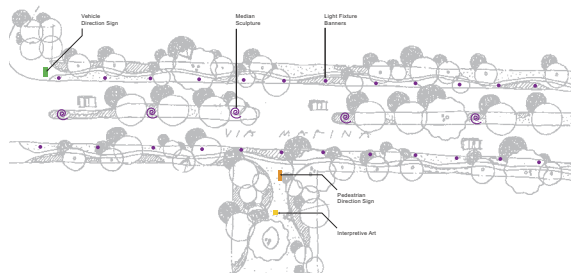
- Residential leaseholders are allotted a total of one (1) square foot of signage per linear foot of street frontage.
- Residential Developments are encouraged to incorporate the following signs into their project:
- Monument Sign (at vehicular entrances)
- Fascia Identity Sign (into residential lobbies)
- Environmental graphics color palettes should be harmonious with the architecture and integrate bold accent colors.



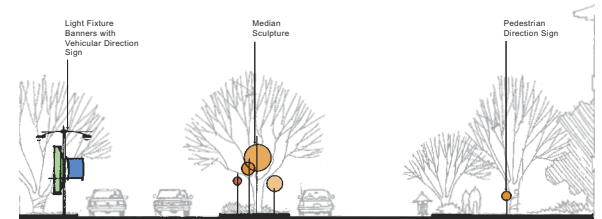
Monument Sign



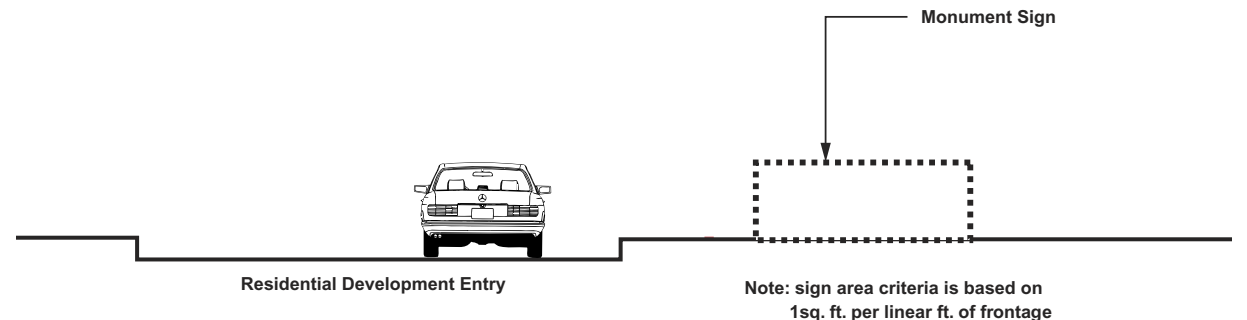
Fascia Identity Sign



Residential Streetscene Character



Residential Streetscene Character Elevation



Residential Sign Diagram

1.14 Fabrication & Installation

It is intended that all finished work be of the highest quality such as to pass close scrutiny examination and scrutiny by the Design Control Board.

General Fabrication Specifications

- Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- Finish welds on exposed surfaces to be imperceptible in the finished work.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformities.
- Except where approved otherwise by Design Control Board, conceal all fasteners.
- Make access panels tight-fitting, lightproof, and flush with adjacent surfaces.
- Carefully follow manufacturer's recommended fabricating procedures regarding expansion/contraction, fastening, and restraining of acrylic plastic.
- Exercise care to assure that painted, polished, and plated surfaces are unblemished in the finished work.

Suggested Sign Construction

The following construction methods are permitted, other conditions are subject to approval:

- Pin mounted dimensional halo-lit letterforms

- Reverse metal channel halo-lit letterforms with additional external-lighted face
- Metal channel halo-lit letter-forms with illuminated face
- Punched metal face with push-through acrylic letter-forms
- Punched metal face with flush acrylic letter-forms
- Second story tenants not located within the Courtyard area may use painted metal channel letters with slit vinyl acrylic face.

Not Permitted Sign Construction

The following construction methods are not permitted:

- Box channel letter-forms with acrylic face
- Vacuum formed luminous letters
- Pole-mounted signs
- Letters with exposed fastenings and unfinished edges
- Paper, cardboard, styrofoam, cloth
- Exposed neon
- Signs employing flashing, flickering, rotating or moving lights
- Signs painted directly on the storefront

1.15 Sign Maintenance

All signs shall be kept in "like new" condition and shall be promptly restored to first class condition if damaged or otherwise marred. Copy and text employed on signs shall be kept accurate and current.

1.16 Sign Location

All signs shall be contained within the premises to which applicable and shall be so oriented as to preclude hazardous obstruction to person and/or vision of pedestrians and/or vehicle operators. No portion of the sign will be located within three (3) feet of a mole street nor within eight (8) feet of other streets or highways.

1.17 Temporary Signs

Temporary signs may be authorized at the discretion of the Director on leased premises during the period of initial planning and construction. For continued use subsequent to the first 60-days of leasehold operations, justification in the form of written definition of intended permanent sign program shall be submitted to the Design Control Board for consideration and disposition.

Temporary signs should reflect the project design or identity to generate excitement for the project.

Construction Fence Graphics

Areas under construction should have a branded construction fence to be used as a communication device to generate excitement for the project.

Leasing Signs

Leaseholders shall obtain and use an approved leasing sign template from the Department of Beaches and Harbors for the fabrication of all leasing signs within the Marina.

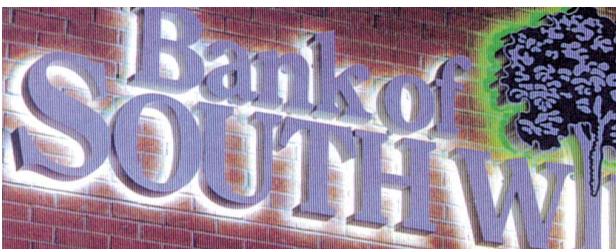
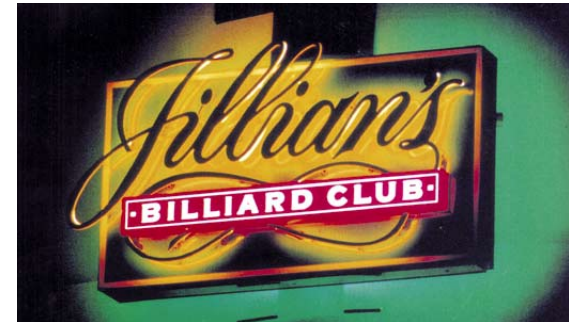
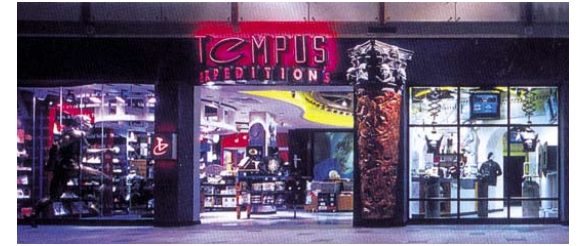
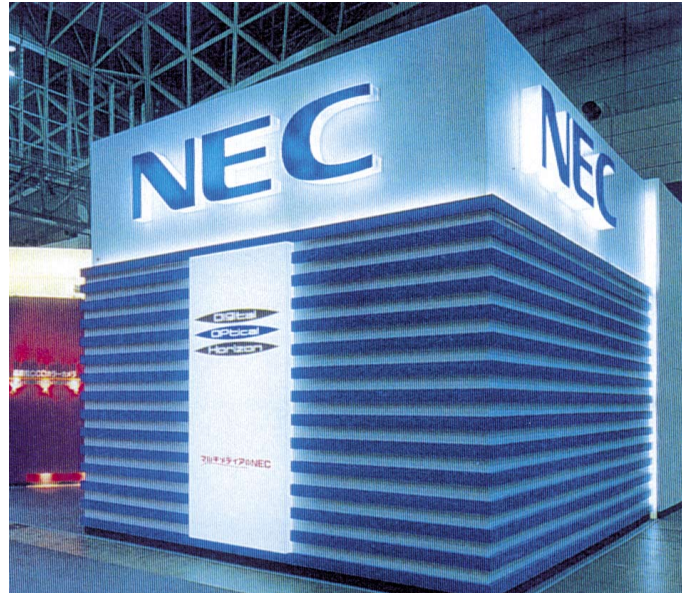
1.18 Sign Illumination

All sign elements must be internally and/or externally illuminated. Hot spots and light leaks are not permitted and must be repaired by the Leaseholder. All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label. All signs must conceal all identification labels and U.L. labels to conform to U.L. Codes. All conductors, transformers, cabinets, housings, and other equipment shall be concealed and/or incorporated into storefront and/or sign components. To protect the visual environment, all leaseholders' light fixtures in regards to brightness and glare shall be subject to approval.

The source of illumination shall not be directly exposed to view. No flashing or blinking lights will be permitted. Where visible from water areas, light sources shall be shielded to preclude any glare constituting a hazard to navigation. Leaseholders' primary sign, secondary sign (if applicable), canopy and blade sign shall remain illuminated after hours as designated by the Design Control Board. Lighting in this zone is required to be circuited and switched separately from other store fixtures on the Leaseholders' panel and controlled by a time-clock. Leaseholder shall provide a disconnect switch at sign transformer or near electrical junction box.

Suggested Sign Illumination

The following photographs represent the recommended sign illumination treatments for signs in the Marina:





Section Three

Marina Waterfront Walk Guideline Recommendations

SECTION THREE: MARINA WATERFRONT WALK GUIDELINE RECOMMENDATIONS

1.0 INTRODUCTION

Since the publication of the first *The Marina Walk: Marina del Rey's Waterfront Promenade*, the Department of Beaches and Harbors has initiated a Vision Study for the Marina in order to ensure that a variety of substantial, well-designed projects contributed to a rich, urban community with a distinctive sense of place. After analyzing the Marina's existing conditions and evaluating the needs, concerns, and wishes of all parties involved. The following recommendations are being made to the existing Marina Waterfront Walk Guidelines that will be incorporated into one complete document upon evaluation by the public and design control board. These guidelines embrace the following as its vision statement:

Create a pedestrian-oriented and boating community that redefines the water as a positive space, seamlessly weaving together land and water into a cohesively interactive environment.

The overall goal is to create an exuberant, interactive marina community that respects the residents of the community, creates an urban waterfront development and maintains emphasis



on the Marina's recreational boating mission. Traffic, pedestrian and open space networks blend together to create a cohesive whole, while architecture presents the unique character of the community. The Design Guidelines are intended to provide a source of greater detail to achieve the following principal goals and objectives:

Goal: Establish a Distinctive Sense of Place.

Create pedestrian interactive and memorable places that encourage the flow of pedestrian connectivity to seamlessly blend with the land and water.

- Encourage creative, dramatic architecture that steps down to the water's edge and street environment, and terraces to the outer edges to create a transitional pedestrian scale.
- Create variety in the architectural façades to encourage public plazas and gathering opportunities. Use architectural icon elements for pedestrian interaction to help create a sense of identity and promote public circulation and viewing opportunities.
- Visually tie the community together through the use of complementary landscape treatments and streetscape elements such as signage, lighting and environmental art.
- Encourage an eco-sensitive environment through the use of green principles in all aspects of design.

**Goal: Promote a High-Quality, Visually-
Appealing Pedestrian Environment.**

- Provide a multi-tier circulation system that spans heavy circulation areas to facilitate efficient automobile travel and incorporates



connective pedestrian walkways and bridges with viewing opportunities, building an enhanced pedestrian experience.

- Encourage a seamless blend between the site designs to promote a strong indoor/outdoor relationship.

Goal: Create a Living Marina.

- Carefully blend the land use goals of the Marina through a mix of uses that gracefully blends the appropriate scale of retail, dining, entertainment venues, educational, cultural and recreational opportunities.
- Maximize public access and view corridors between the land and water by providing connectivity to a continuous waterfront esplanade through enhanced pedestrian linkages.
- Invigorate waterfront public spaces by terracing building massing to the waterfront, opening courtyards to create broader setbacks and providing a seamless design of the water's edge to the interior of each project, while blending with a high quality of respect and design for the neighboring uses.
- Enhance the visual interest of the community through variations in building form, size, height, color and façade to create openings for view corridors and a continuous and open pedestrian link between uses.



1.1 Marina del Rey Design Guidelines

The Design Guidelines are intended to communicate the design concept to leaseholders, designers, architects and planners and provide them with generalized rules to articulate the envisioned concept, while still allowing for flexibility to encourage individuality and creativity in design expressions. The guidelines are not restrictive in nature. The intent is to guide users to a range of appropriate, site-specific design solutions that adapt to the overall context of this special place. The Design Guidelines are supplemental to, and not overriding of, the standards or conditions of development set forth in the LCP. The guidelines are intended to coordinate the visual character of Marina del Rey through the application of community-wide guidelines pertaining to landscaping, hardscape, street furniture, site design, architectural elements and site structures and signage design.

The Design Guidelines are divided into the following categories based on the type and location of the development. At the beginning of the project, it is important to establish with the County staff which guidelines will govern the project and which classification the project falls within.

- **Parks and Open Space Improvements Plan:** Public streetscape, parks and open space, pedestrian trails and bikeways, waterways, etc.;
- **Signage Guidelines:** Gateway elements, wayfinding, entry monumentation, freestanding and building signs, street signs, etc.;
- **Leasehold Guidelines:** Streetscape, open space (private/public plazas and walkways), architectural elements and site structures within each individual leaseholder's property; and
- **Signage Program:** Gateway elements, wayfinding, entry monumentation, freestanding and building signs, street signs, etc.



This diagram shows the designated areas in which each project type is located. Each project type carries unique design characteristics based on virtue of its use, purpose/intent, and location.

The Design Guidelines serve as a guide which the Design Control Board will utilize, in conjunction with the LCP and other approved design controls, in reviewing the landscape, architectural and site design of upcoming development projects in Marina del Rey. The Design Control Board will review each project for its consistency with the overall community vision and design intent described in the LCP and Design Guidelines prior to submitting the project to the Department of Regional Planning for case processing. Should any situation arise where a conflict of interpretation exists between these guidelines and the standards set forth in the LCP, the LCP shall control.

1.2 Marina Walk Design Guidelines Update

In light of The Design Guidelines Series that was recently established, The Marina Walk Design Guidelines is now a portion in a series of documents sanctioned by the Department of Beaches and Harbors. The following recommendations are being made so that the Marina Walk Guidelines more closely relates to the Public Improvements Plan and the Design Guidelines. The following report should be read as a supplement to the 1998 Marine Walk Design Guidelines with updated revisions that must be considered to the future redevelopment of Marina del Rey's Waterfront Promenade.

A key objective that is to be added to the Marina Walk Design Guidelines is the use of native coastal plants as the primary landscape palette for the Waterfront. As indicated in the following figure,

the Marina landscape concept is categorized into 3 categories: Coastal, Wetlands, and Riparian. The entire waterfront falls under the Coastal Landscape Zone, which means that the plant materials along the Waterfront must be based on native coastal plants.

1.3 Marina Land Uses and Connectivity

Based on the Asset Management Strategy-identified catalytic project areas, a neighborhood diagram was created that categorized the Marina into 3 types of private development zones: Destination Nodes (the catalytic project areas), Hotel and Visitor Serving Commercial/Retail/Yacht Club, and Residential. Each development type carries with it unique design characters that should be considered in the design of the Waterfront.

MARINA DEL REY DESIGN GUIDELINES

SECTION THREE: MARINA WATERFRONT WALK GUIDELINE RECOMMENDATIONS

2.0 DESIGN GUIDELINES - THE BASIC STRUCTURE

The Varying Character of the Promenade

A number of adjustments have been made to the defined categories of the promenade. Originally subdivided into three major categories, two more sub-categories have been added along with a modification to the Fiji Way Waterfront and Fisherman's Village.

As for the Fiji Way Waterfront Promenade, the portion of the Marina Walk in the Fisherman's Village area now falls under the Grand Promenade Guidelines and not the Fiji Way Waterfront Promenade. The area designated as **Subarea A** in the 1998 Marina Walk Design Guidelines is now the only component to the Fiji Way Waterfront Promenade.

Similar to **Subarea A** in the Fiji Way Waterfront treatment, two other parcels along the Waterfront necessitate the promenade to move away from the water edge: Parcel 132 and Parcel 30. These subcategories will be called the Oxford Park Subarea and Palawan Way Subarea respectively. The streetscape character defined for these areas in



Promenade Diagram

This is an updated diagram of Figure 4 in the **1998 The Marina Walk Design Guidelines**. Modifications have been made to the categorization of certain areas.

the Design Guidelines should be referred to when design development is implemented.

2.1 The Grand Promenade Guidelines Updates

The basic foundations listed in the 1998 Marina Walk Design Walkway are still very much valid and should be retained. Minor modifications were made to the conceptual sketches provided in the 1998 report, with new sketches replacing Figures 5 and 6. The updates and additions are as follows:



The Grand Promenade represents one of the Marina's goals to promote a high-quality, visually-appealing pedestrian environment.

- **General Character:** The character of the Grand Promenade should be very vivid and bold, strongly relating to the streetscape concepts created for Themed Destinations and Commercial areas in the Design Guidelines. Several program elements that range from sight-seeing to shopping at kiosks are key in establishing the Grand Promenade as one of Marina del Rey's visitor attractions.



Grand Promenade Circulation

By gracefully blending various uses such as retail, dining, entertainment venues, educational, cultural, and recreational opportunities, the Grand Promenade is an expression of "The Living Marina."

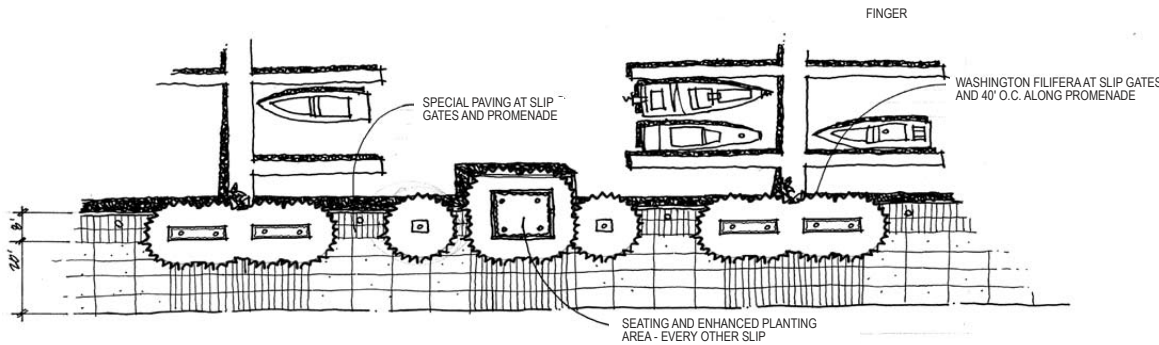


MARINA DEL REY

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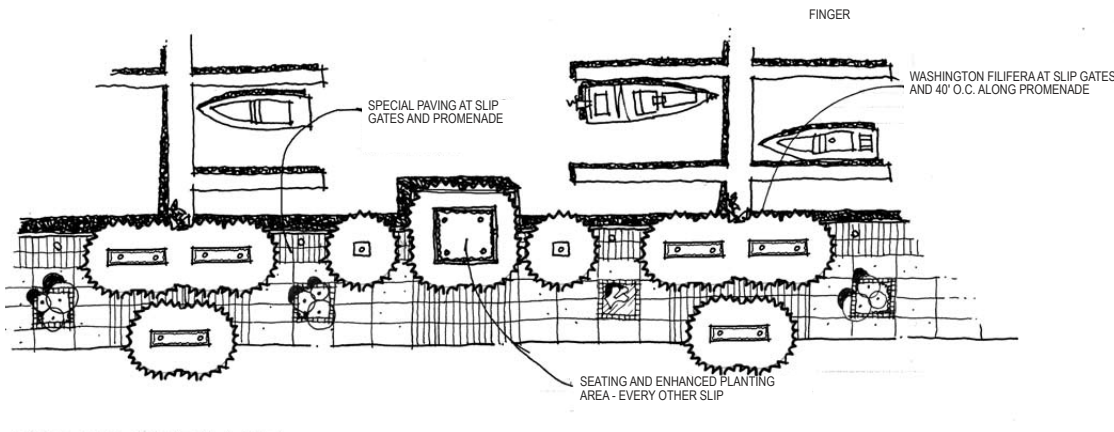
Grand Promenade with Fire Access

The Grand Promenade should incorporate viewpoints with seating and enhanced planting area, which occur every other finger. Special paving should be used along the promenade and at slip gates. Certain design elements such as special paving areas, site furnishings, and artwork can be reflective of adjacent architecture to create visual continuity between the buildings and waterfront and unique points along the promenade. Landscape elements between surrounding development and the waterfront promenade should also be considered in designing the promenade. All palm trees in the 1998 Report have been replaced with the *Washingtonia filifera*.



Grand Promenade without Fire Access

The Grand Promenade should incorporate viewpoints with seating and enhanced planting area, which occur every other finger. Special paving should be used along the promenade and at slip gates. Artwork and pockets of planting areas should be placed within the promenade for visual interest. Certain design elements such as special paving areas, site furnishings, and artwork can be reflective of adjacent architecture to create unique points along the promenade. Landscape elements between surrounding development and the waterfront promenade should also be considered in designing the promenade. All palm trees in the 1998 Report have been replaced with the *Washingtonia filifera*.



The Grand Promenade is the primary link between pedestrians and the water, creating unique opportunities for the Marina to provide an interactive environment that caters to visitors as well as residents. Uses that include retail, dining, entertainment venues, educational, cultural, public art, and recreational opportunities are all elements that blend with the overall Grand Promenade structure. As indicated in the 1998 Report, consistency in the treatment of paving, fencing, lighting, trees, and site furnishings is necessary to create a uniform character for the Grand Promenade, but relation to adjacent architecture along the promenade should also be considered by pulling design elements from the architecture into the promenade.

- **Landscaping:** All palm trees listed in the 1998 Report should be replaced with California native *Washingtonia filifera*. All plant material should follow the Landscape Zone Concept referred to in the Design Guidelines and be based on California's native coastal plant community.
- **Planting Areas:** A seating and enhanced planting area should be provided every other slip.
- **Paving:** Consideration should be given to using stone or other specialty paving along the promenade, and not only concrete pavers as indicated in the 1998 Report. The overall paving character should be consistent, but



Specialty paving will enhance the pedestrian experience and provide a sense of identity to the Marina.



Nautical gutter details are small but key elements in expressing the theme of the Grand Promenade.

opportunities for special paving areas that relate to adjacent architecture should also be considered.

- **Fencing, Gates, Public Artwork:** The design guidelines provided for fencing, gates, and public artwork in the 1998 Report are appropriate and should be followed. In addition, the Signage guidelines Appendix (SPD) should be referred to, and the Marina del Rey medallion should be incorporated into the design whenever possible to strengthen sense of place and identity.
- **Signage and Wayfinding:** With high pedestrian and visitor use in Themed Destinations and Commercial areas, signage is a key element in establishing the character and identity of the Grand Promenade. Signage guidelines should be referred to and applied in the design of the promenade. Repetition of Marina del Rey's logo and key icons will help create a sense of rhythm and familiarity.

- **Lighting:** Lighting fixtures should carry the nautical theme of the Marina and repeat some of the key design elements from fencing and site furnishing that establish the sense of place. As indicated in the 1998 Report, variations in light pole styles in front of Themed Destinations are encouraged to emphasize uniqueness between areas.
- **Site Furnishing:** The types of benches cited in the 1998 Report are appropriate in character and style. In addition, shorter benches and love seats are recommended sizes to avoid excessive use. Seating along the Grand Promenade should provide opportunities for resting, gathering, and taking in the views along the waterfront.



Combined with planters, light fixtures, and other site furnishing, specialty paving will accentuate the character of the Grand Promenade.



Playful sculptures with beach themes are key components in the Themed Destinations and should be trickled into the Grand Promenade.



Nautical features can be integrated into the walls and landscape along the Grand Promenade.



Gates should hold a strong sense of place by incorporating artistic components that reflect the character of the Marina.



Medallions can be placed at slip gate entries as well as at circulation nodes to create a sense of arrival and identity for pedestrians. Medallion design guidelines are provided by Selbert Perkins Design.



MARINA DEL REY

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Wayfinding tools like the medallion directional in the pavement can also be incorporated into the paving, giving helpful directions to visitors.



Opportunities to arrange seating in groups are encouraged along the Grand Promenade.



Information kiosks with an integrated compass provide direction as well as art to the promenade.

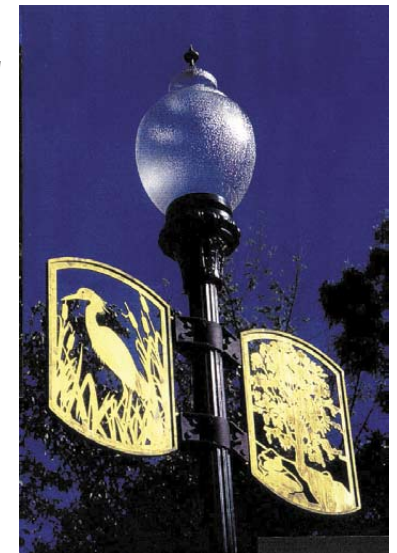


Integration of lighting with the landscape enhances the nighttime quality of the Grand Promenade as well as adjacent courtyards and plazas.



The ambiance of plazas in the Themed Destinations should spill out to the Grand Promenade by relating to the site furnishing and landscape.

Banners or graphics are encouraged on light poles in Themed Destination areas for emphasis and sense of arrival.



2.2 The Waterfront Stroll Guidelines Updates

The basic foundations listed in the 1998 Marina Walk Design Walkway are still valid and should be retained. A few revision recommendations for the Waterfront Stroll Guidelines are proposed and should be considered. Minor modifications were made to the conceptual sketches provided in the 1998 report, with new sketches replacing Figures 15 and 16. The updates and additions are as follows:

- **General Character:** The Waterfront Stroll is much more subtle in character compared to the Grand Promenade and smaller in scale in terms of program elements and active uses. Less hardscape and more landscaped areas are also notable differences, which reflects the residential nature of the Waterfront Stroll. Narrower walkways, intimate areas, and design relation to the Residential streetscape, as described in the Design Guidelines, all contribute to the romantic feel of this portion of the promenade. Due to the fact that the Waterfront Stroll stretches primarily in front of private residences, the design is geared toward passive activities such as walking, resting, and also casual bicycling.
- **Landscaping:** All palm trees listed in the 1998 report should be replaced with California native *Washingtonia filifera*. All plant material should follow the Landscape Zone Concept referred to in the Design Guidelines and be based on California's native coastal plant community. Landscape character should carry



Waterfront Stroll Circulation

a more garden-like feel to reflect the residential character of the surrounding architecture.

- **Planting Area:** A seating and enhanced planting area should be provided every other slip.
- **Paving:** Consideration should be given to using stone or other specialty paving along the promenade, and not only concrete pavers as indicated in the 1998 Report. The 1998 Report also mentions using Green pavers along the Waterfront Stroll promenade. Due to ADA reasons, the use of Green pavers is not recommended and should instead be replaced with porous pavers that do not pose impediments for those with disabilities.
- **Fencing, Gates, Public Artwork:** The guidelines provided for fencing, gates, and public artwork in the 1998 Report are appropriate and



Benches that relate to adjacent architecture should be considered in special seating areas along the waterfront.



Seating that can be used in different ways would enhance pedestrian experience.



Seating areas along the edge of the waterfront promote pedestrian activity and interaction with the waterfront.

should be followed. In addition, the Graphics Package provided by Selbert Perkins Design should be referred to, and the Marina del Rey medallion should be incorporated into the design whenever possible to strengthen sense of place and identity. Design consideration should be given to the European courtyards character created for the Residential Districts in the Design Guidelines.

- **Lighting:** The light fixture and bollard concept images provided in the 1998 Report (fig. 17, p. 31) do not reflect the design intent for the residential moles and should be replaced. The design concept for the residential moles is that of a European cobble street feel, and light fixtures should integrate with this idea. Bollard lighting is not recommended.
- **Site Furnishing:** Seating along the Waterfront Stroll should reflect the European courtyards character established in the Design Guidelines for Residential Districts. In contrast with the vibrant and colorful feel of the Grand Promenade, benches in the Waterfront Stroll should be subtle and hold a romantic touch.

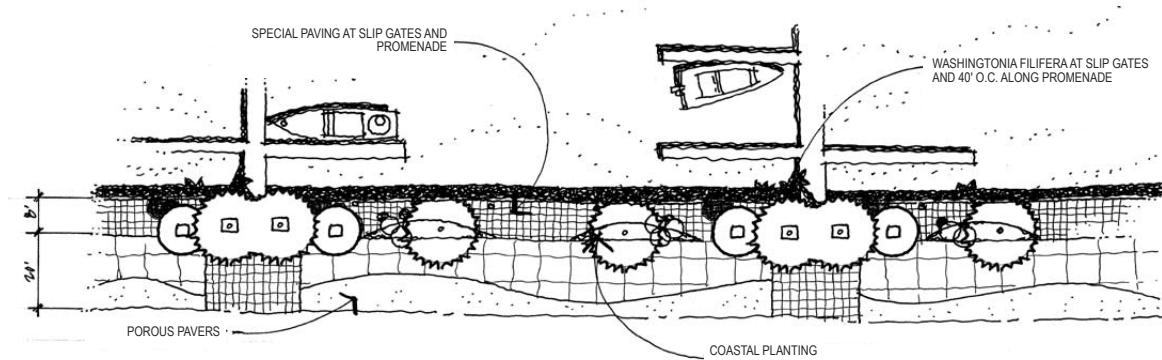


The Waterfront Stroll encourages leisure activities such as walking along the promenade, bicycling, and taking in the waterfront view from seating areas.



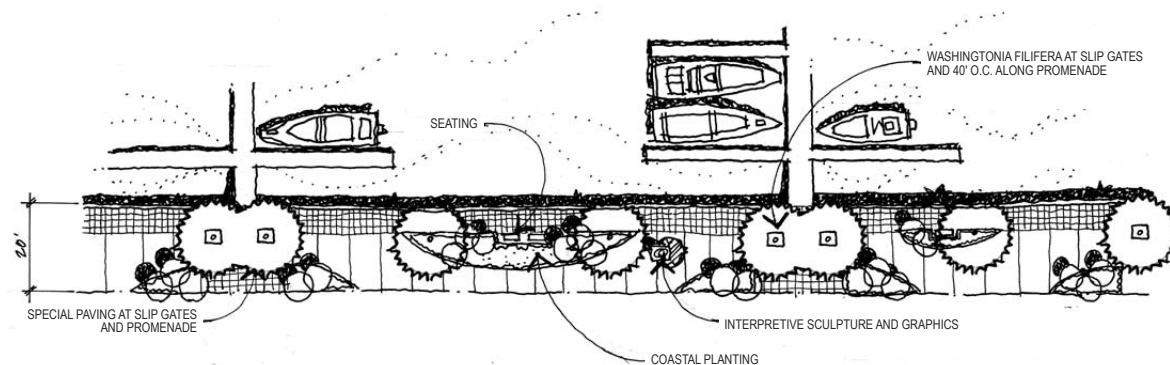
Waterfront Stroll with Fire Access

The primary modifications to the Waterfront Stroll are the additions of planting areas between the 20' wide fire access road and promenade. Planting areas will help soften the promenade, which typically runs for hundreds of feet. Certain design elements such as special paving areas, site furnishings, and artwork can be reflective of adjacent architecture to create unique points along the promenade. Landscape elements between surrounding development and the waterfront promenade should also be considered in designing the promenade. Porous pavers should be used in place of green pavers, which were suggested in the 1998 Report. *Washingtonia filifera* replace any palm tree suggestions from the 1998 Report.



Waterfront Stroll without Fire Access

The Waterfront Stroll Promenade without fire access has been modified to incorporate planting areas with the palm trees and to create a meandering feel to the promenade. Seating is tucked into the landscape, and interpretive sculptures have been introduced to enliven the spaces. Certain design elements such as special paving areas, site furnishings, and artwork can be reflective of adjacent architecture to create unique points along the promenade. Landscape elements between surrounding development and the waterfront promenade should also be considered in designing the promenade. All palm trees have been replaced by the native *Washingtonia filifera* to follow the native planting principle of the Marina.



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Porous pavers such as Uni-Group's Eco-stone are recommended along the Waterfront Stroll Promenade instead of turf Green pavers.



Large planting areas with narrow walkways enhance the romantic and subtle character of the Waterfront Stroll.



Deep setbacks from the buildings expand the open feeling of the Waterfront Stroll.



Light fixtures should be romantic and fit with the European cobble street design concept of the residential moles.



Light fixtures, fencing, and landscape all tie together to create a consistent character along the Waterfront Stroll.



Bollards should reflect the design of the light fixtures.



Slip gate entry medallions can be ornamental or hold interpretive and education values.



Table seating connected with the architecture should embrace the Waterfront Stroll and integrate with the overall character.



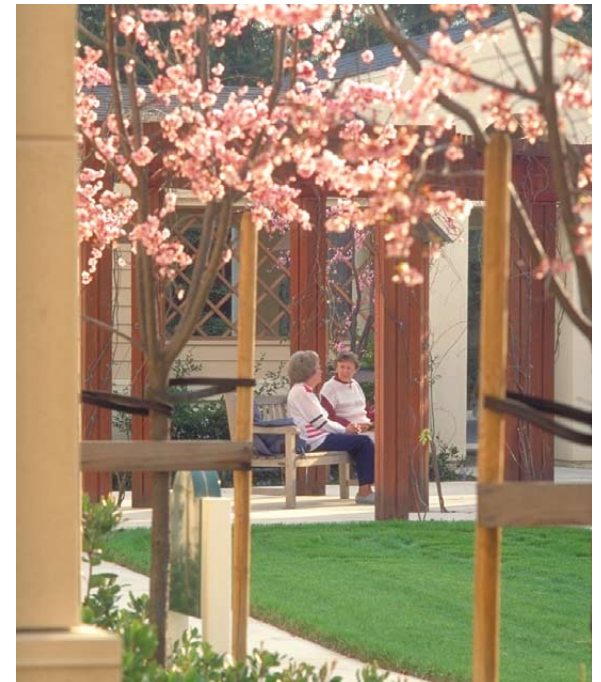
Elegant wrought-iron furnishing would establish the romantic and leisurely character of the Waterfront Stroll.



Benches and site furnishing should blend into the architectural fabric of the surrounding buildings.



Various seating arrangements should be provided along the Waterfront Stroll, including benches that face out to the water for viewing opportunities.



Seating should provide passive activities such as resting and small-group gathering.

2.3 The Fiji Way Waterfront Promenade Guidelines Update

The zones that the Fiji Way Waterfront Promenade guidelines cover have been modified and have been noted in the Section 2.0 Promenade Diagram. The Fiji Way guidelines now only cover parcels GG, 52, 53, and 54 (Subarea A). Parcels 55, 56, and 61 fall under the Grande Promenade guidelines and should be designed under those parameters. Any guidelines provided for Subarea B in the Fiji Way Waterfront Promenade Guidelines portion of the 1998 Report should be disregarded.

- **Landscaping:** Landscaping for the areas under the Fiji Way Waterfront Promenade guidelines should follow the Landscape Zone Concept referred to in the Design Guidelines. Plant materials for areas along the Fiji Way road should follow the Riparian Zone concept designated for Fiji Way and be based on California's riparian plant community. All palm trees listed in the 1998 Report should be replaced with California native *Washingtonia filifera*.
- **Signage:** The graphics package provided by Selbert Perkins should be referred to in the design and implementation of any signage around Marina del Rey.

2.4 Admiralty Park Subarea

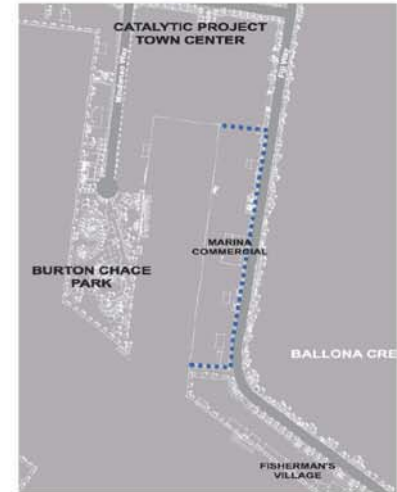
The Admiralty Park Subarea covers a portion along the Marina Walk parallel to Admiralty Way where the location of a private yacht club along the waterfront prohibits connection to the Marina Walk in this area. The Marina Walk cuts up to Admiralty Way and utilizes the pedestrian corridor provided along the street. Design parameters listed for Commercial development in the Marina del Rey Design Guidelines should be referred to when redeveloping this area.

2.5 Palawan Way Subarea

The Palawan Way Subarea is located near the end of the Palawan Way mole where a private yacht club at the waterfront edge prohibits public access and connection to the Marina Walk. The Marina Walk runs adjacent to Palawan Way next to the private yacht club in order to create a connection between the waterfront promenades. The Residential chapter of the Marina del Rey Design Guidelines should be used as a reference in the redevelopment of this area.

2.6 Shrub and Groundcover Options Updates

The 1998 Report provides Appendix A, which is a list of shrubs and groundcovers for recommended use along the Marina Walk. This appendix should be updated to reflect the native plant palette of the region.



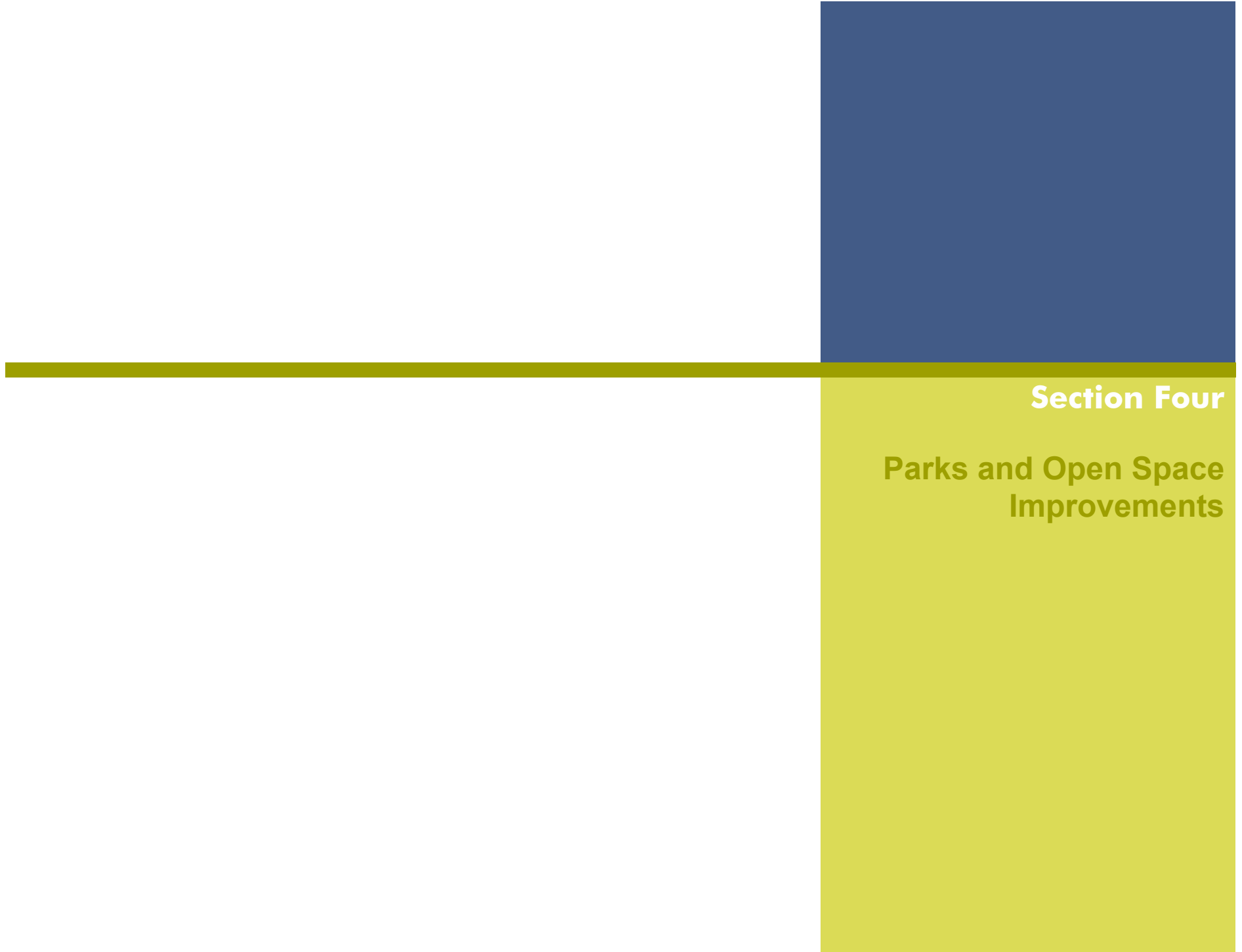
Fiji Way Subarea A Circulation



Admiralty Park Subarea Circulation



Palawan Subarea Circulation



Section Four

Parks and Open Space Improvements

SECTION FOUR: PARKS AND OPEN SPACE IMPROVEMENTS

INTRODUCTION

The Living Marina visioning process for Marina del Rey established built environment themes for the community. Following this vision, EDAW's design team began the process of creating design characteristics that bring The Living Marina concept to life through physical improvements to streetscenes, waterfront walks and private and public parcel developments.

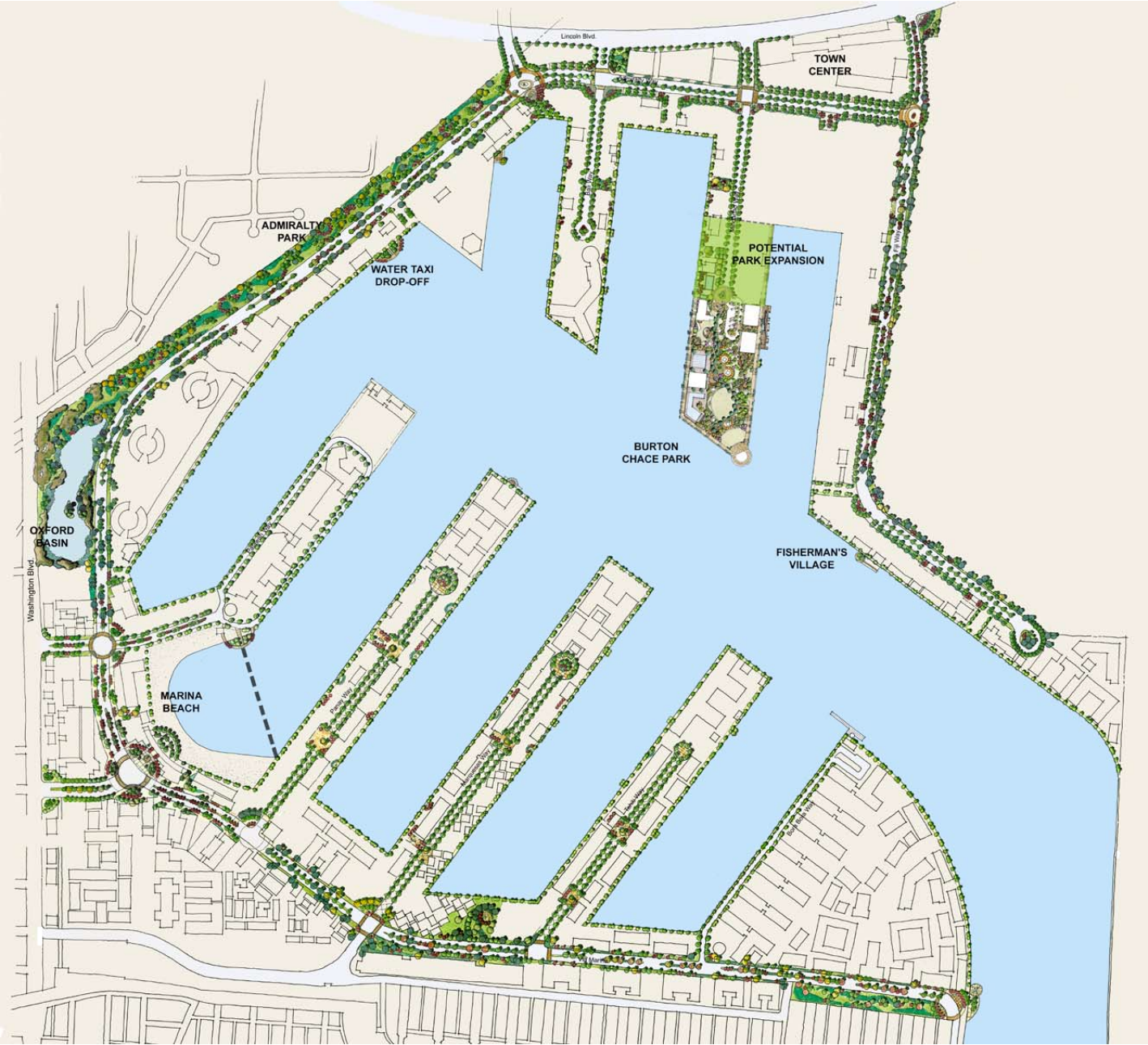
Creating a sense of place for Marina del Rey requires the distinctive design of gateways, streetscenes, pedestrian spaces and waterfront areas through environmentally sensitive development practices. EDAW's design team generated the Parks and Open Space plans keeping these principles at the forefront of discussions and throughout the design process.

Included in this process are areas currently used as public parks or planned as open spaces within the marina. Building upon the structure of these parks and open spaces, concepts were developed to expand landscape linkages throughout the urban districts outlined in the Living Marina study. These districts are woven together through distinct design concepts of each zone which use combinations

of a continuous pedestrian driven circulation system, native plant materials, pedestrian bridges, environmental graphics and recreational opportunities for community members and visitors in the form of biking/jogging routes and parks.

**SECTION FOUR:
PARKS AND OPEN SPACE IMPROVEMENTS**
1.0 LANDSCAPE DIAGRAM

1.0 Landscape Diagram



**SECTION FOUR:
PARKS AND OPEN SPACE IMPROVEMENTS**
2.0 PLANTING ZONES



**SECTION FOUR:
PARKS AND OPEN SPACE IMPROVEMENTS**
3.0 VISUAL CHARACTER MAP

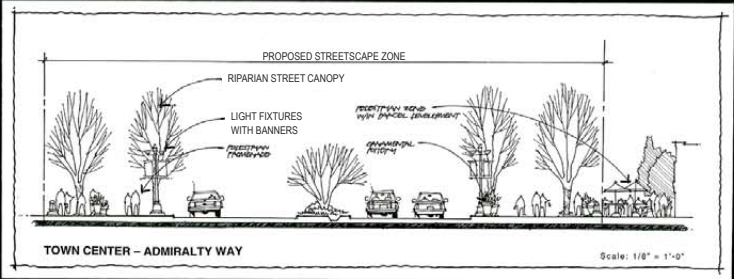
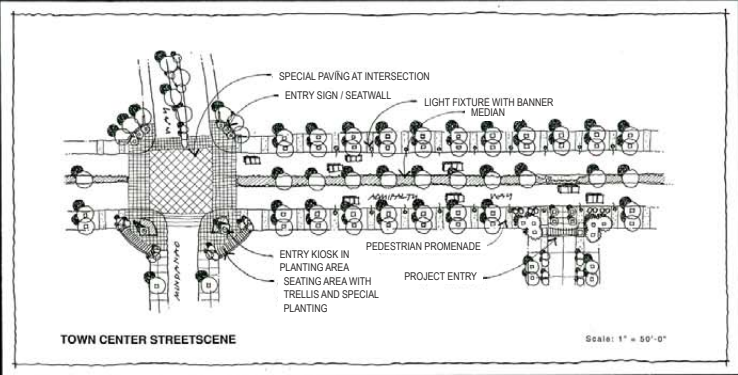
3.0 Visual Character Map



**SECTION FOUR:
PARKS AND OPEN SPACE IMPROVEMENTS**

**4.0 LANDSCAPE CHARACTER
CONCEPTS**

4.1 Town Center



LANDSCAPE ELEMENTS

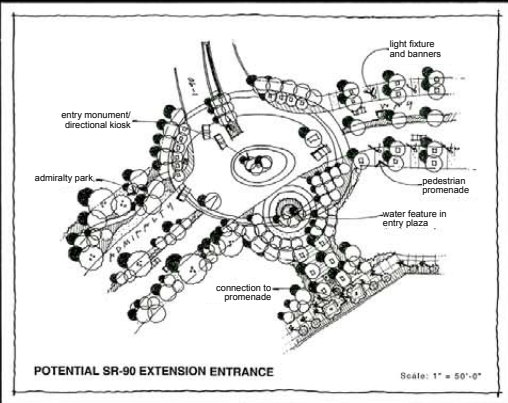
destination community shopping entertainment



LANDSCAPE ELEMENTS



WATER CHARACTER ELEMENTS



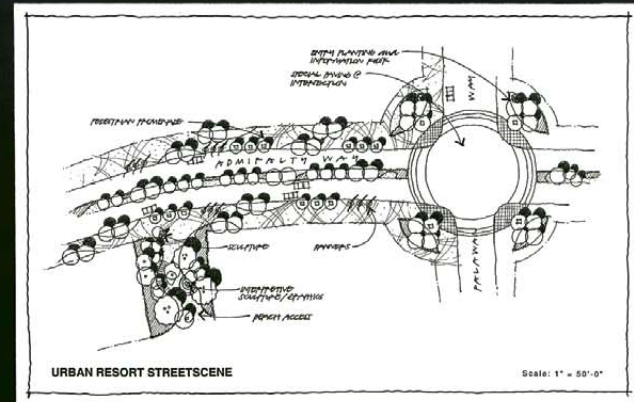
4.2 Urban Resort



WATER CHARACTER ELEMENTS



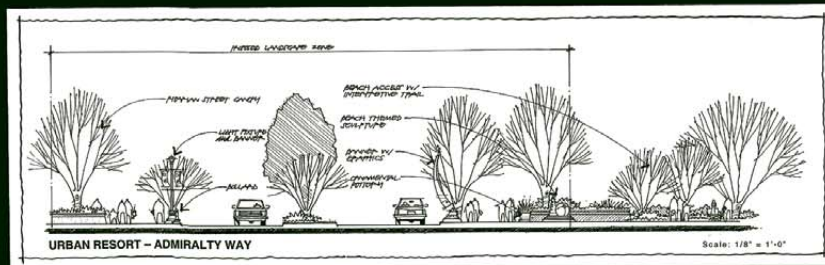
LANDSCAPE ELEMENTS



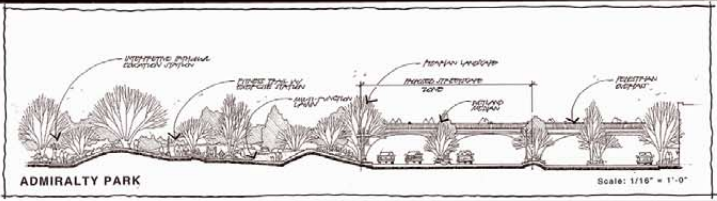
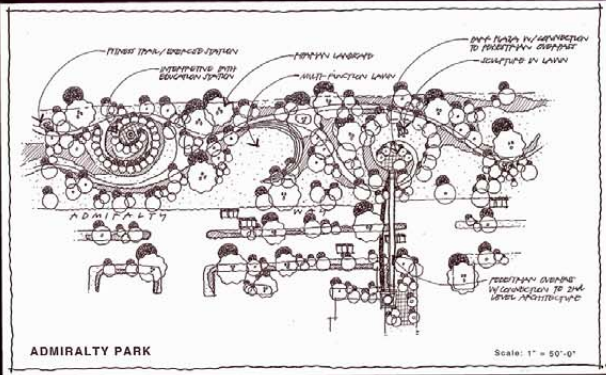
colorful playful family recreation



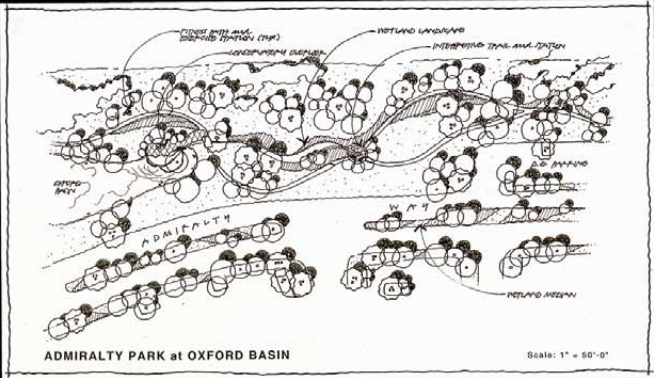
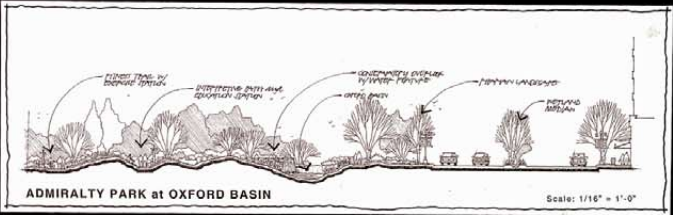
LANDSCAPE ELEMENTS



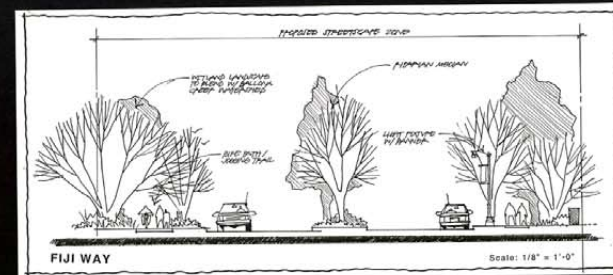
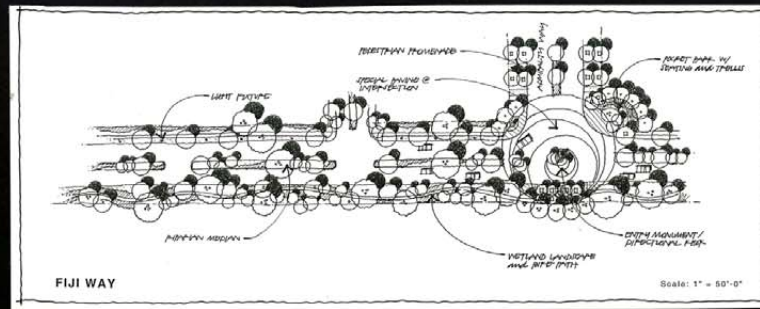
4.3 Admiralty Park



movement recreation ecological education



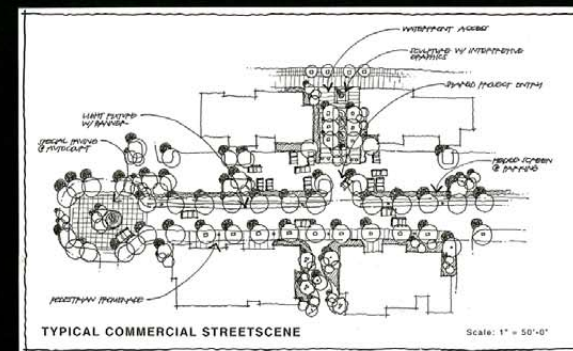
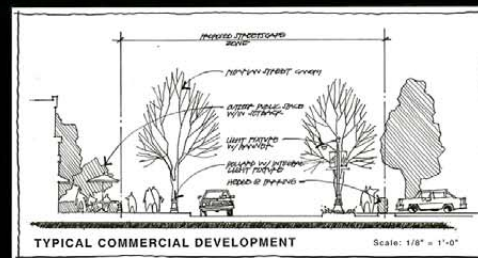
4.4 Commercial Development



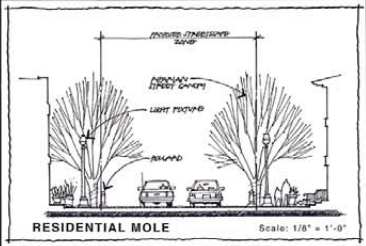
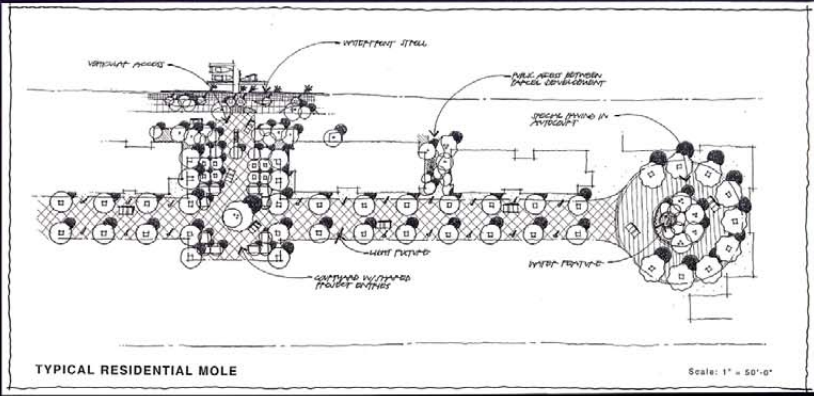
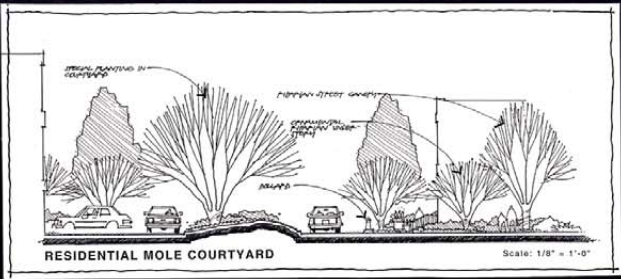
main street dining convenient



ENVIRONMENTAL ELEMENTS

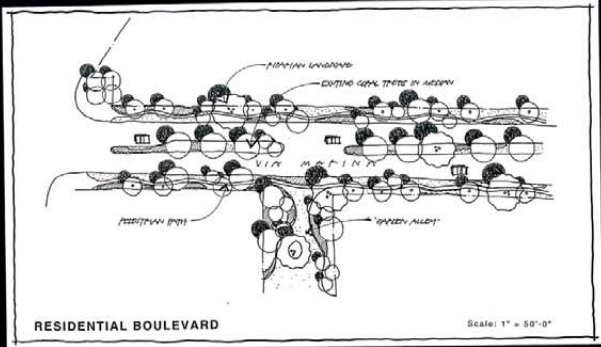


4.5 Residential Core

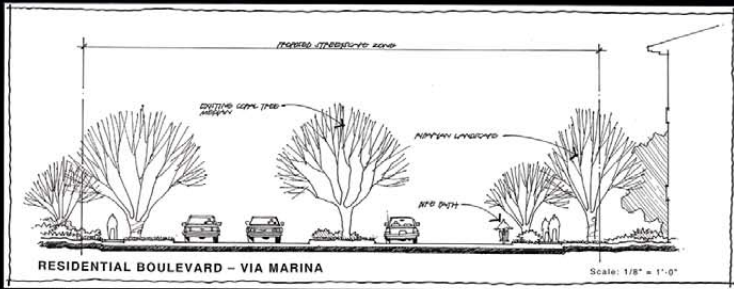


gardens exclusive

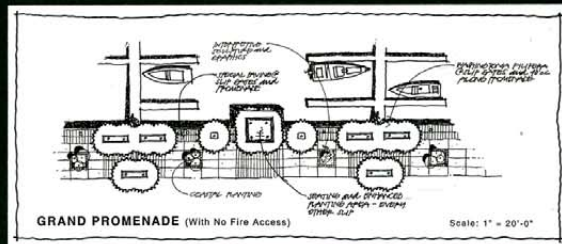
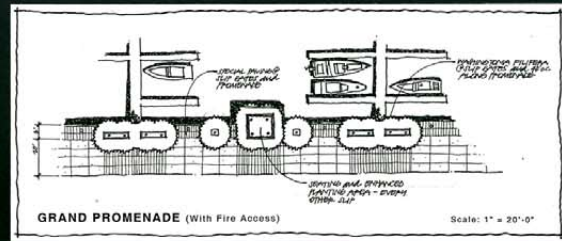
tranquil romantic



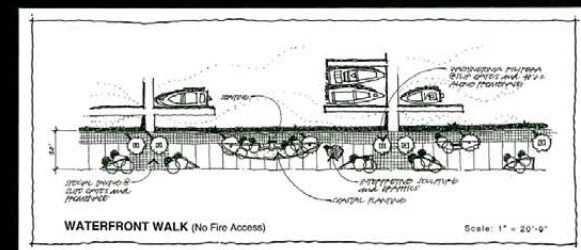
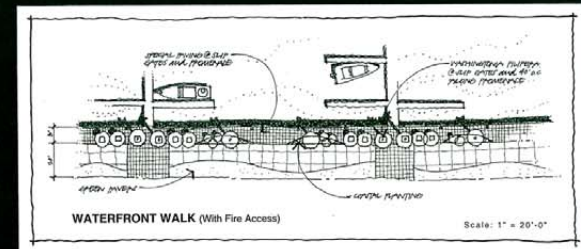
WATER CHARACTER ELEMENTS



4.6 Waterfront Walk



romantic strolling refreshing coastal



**SECTION FOUR:
PARKS AND OPEN SPACE IMPROVEMENTS**

**5.0 GRAPHICS AND SIGNAGE
PROGRAM**

5.1 Existing Identity



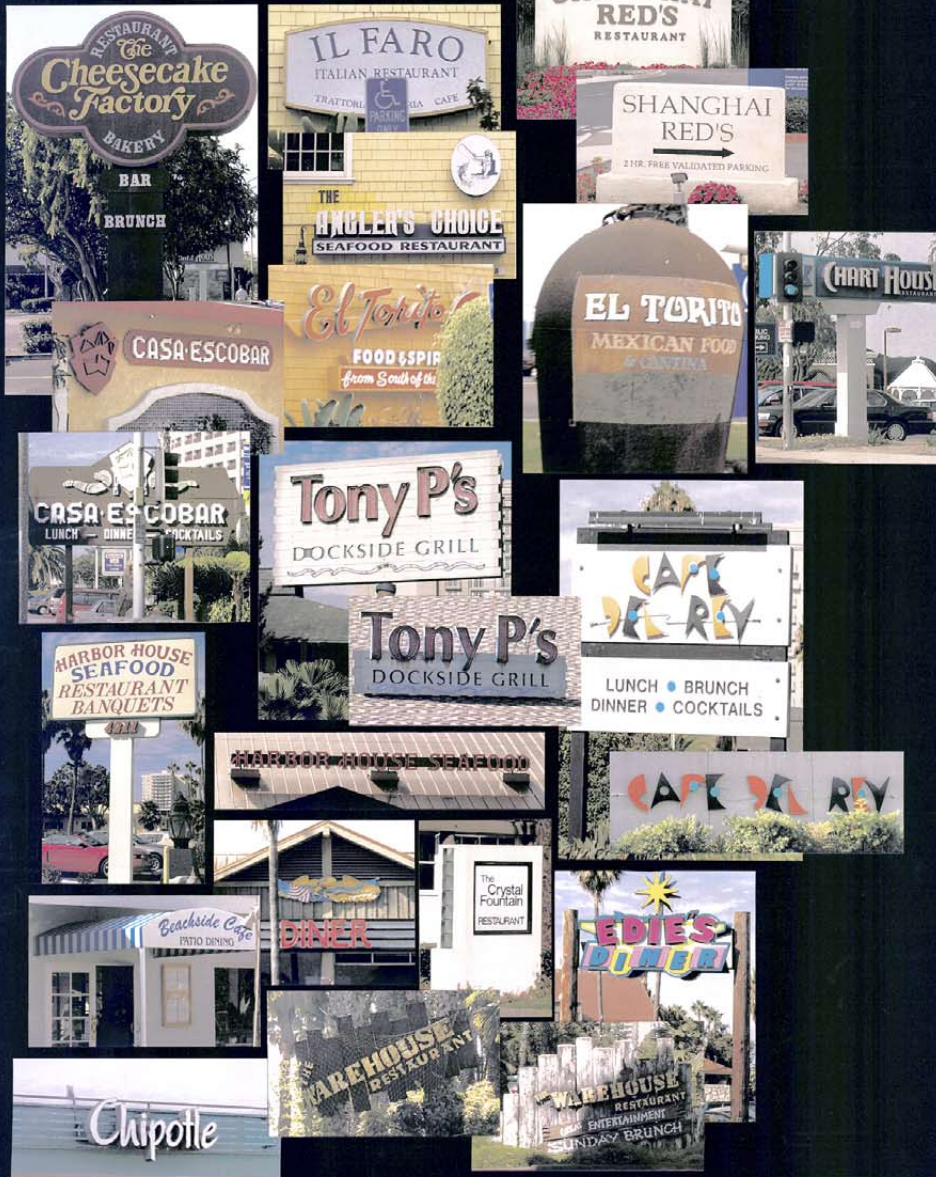
Regulatory

The collage displays several regulatory traffic signs:

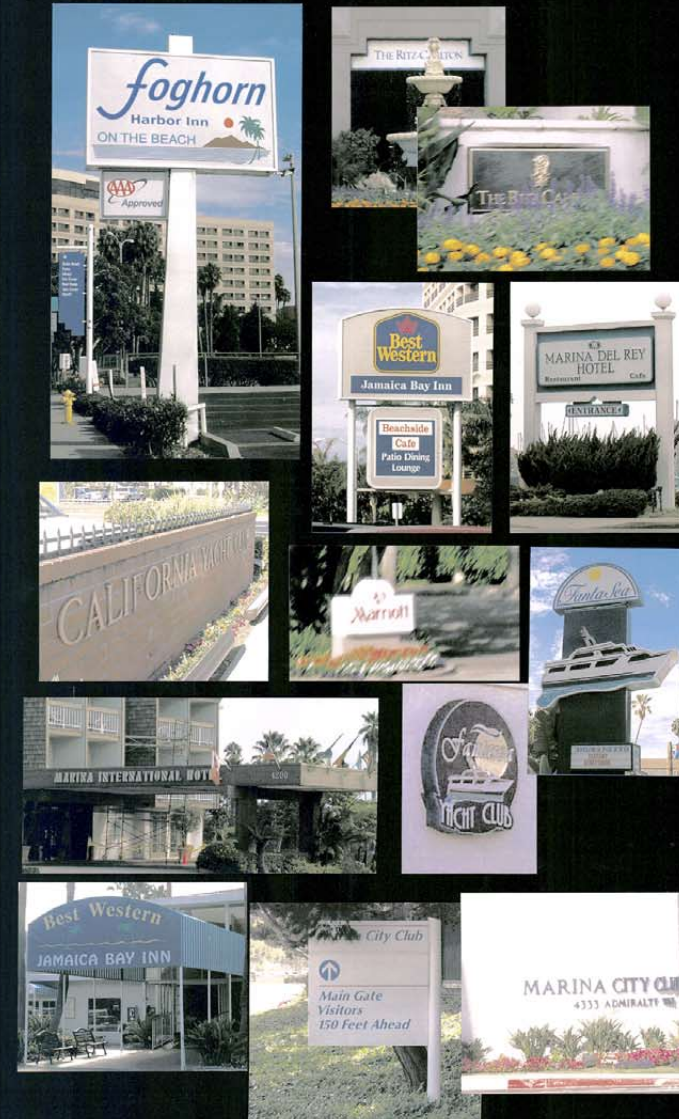
- A yellow diamond-shaped sign with a black bicycle symbol and the text "XING" (Bicycle Crossing).
- A white rectangular sign with black text: "SPEED CHECKED by RADAR".
- A red octagonal "STOP" sign with the text "DO NOT ENTER" and "SEVERE TIME DAMAGE" below it.
- A yellow diamond-shaped sign with a black triangle symbol and the text "WATCH CROSS TRAFFIC".
- A white rectangular sign with black text: "SPEED LIMIT 35".
- A white rectangular sign with a black symbol of a car with a red "X" over it, indicating "No Left Turn".
- A yellow diamond-shaped sign with a black pedestrian symbol.
- A white rectangular sign with a black bicycle symbol and the text "XING" (Bicycle Crossing).
- A red octagonal "STOP" sign.
- A white rectangular sign with a black symbol of a car with a red "X" over it, indicating "No Left Turn".

5.2 Existing Sign Systems

Restaurants



Hotels



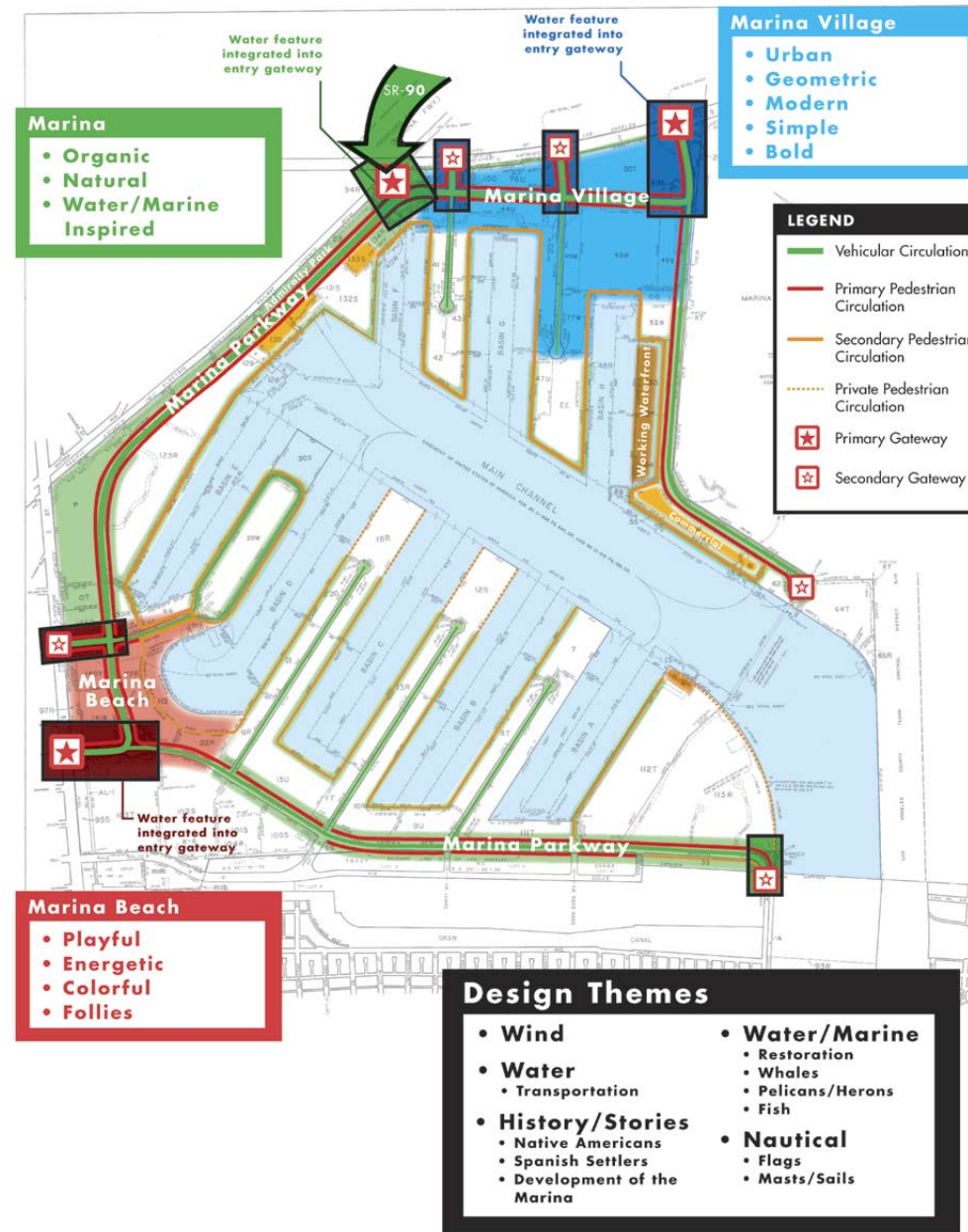
Marine Commercial

Office Commercial

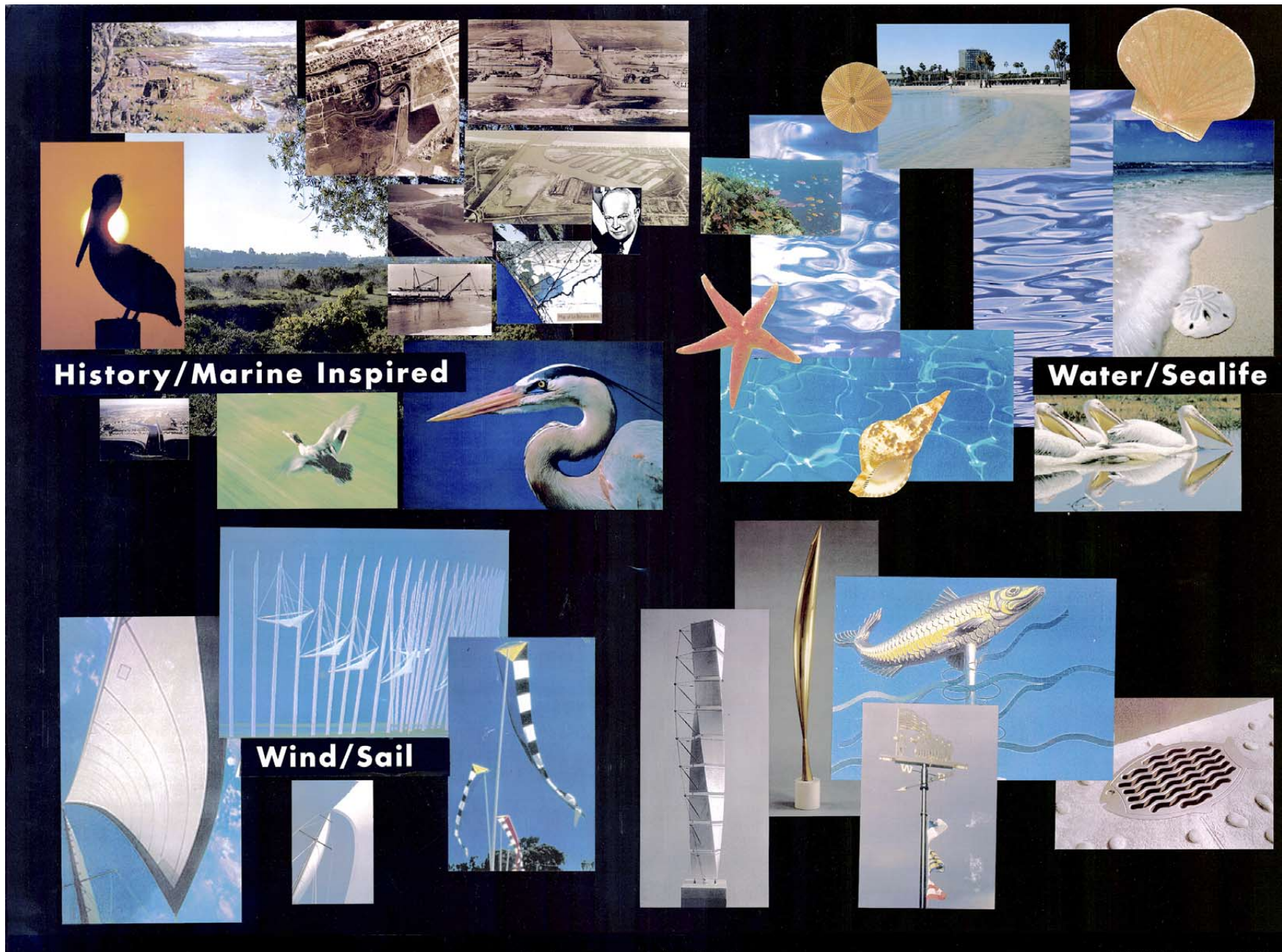
5.2 Existing Sign Systems



5.3 Character Diagram



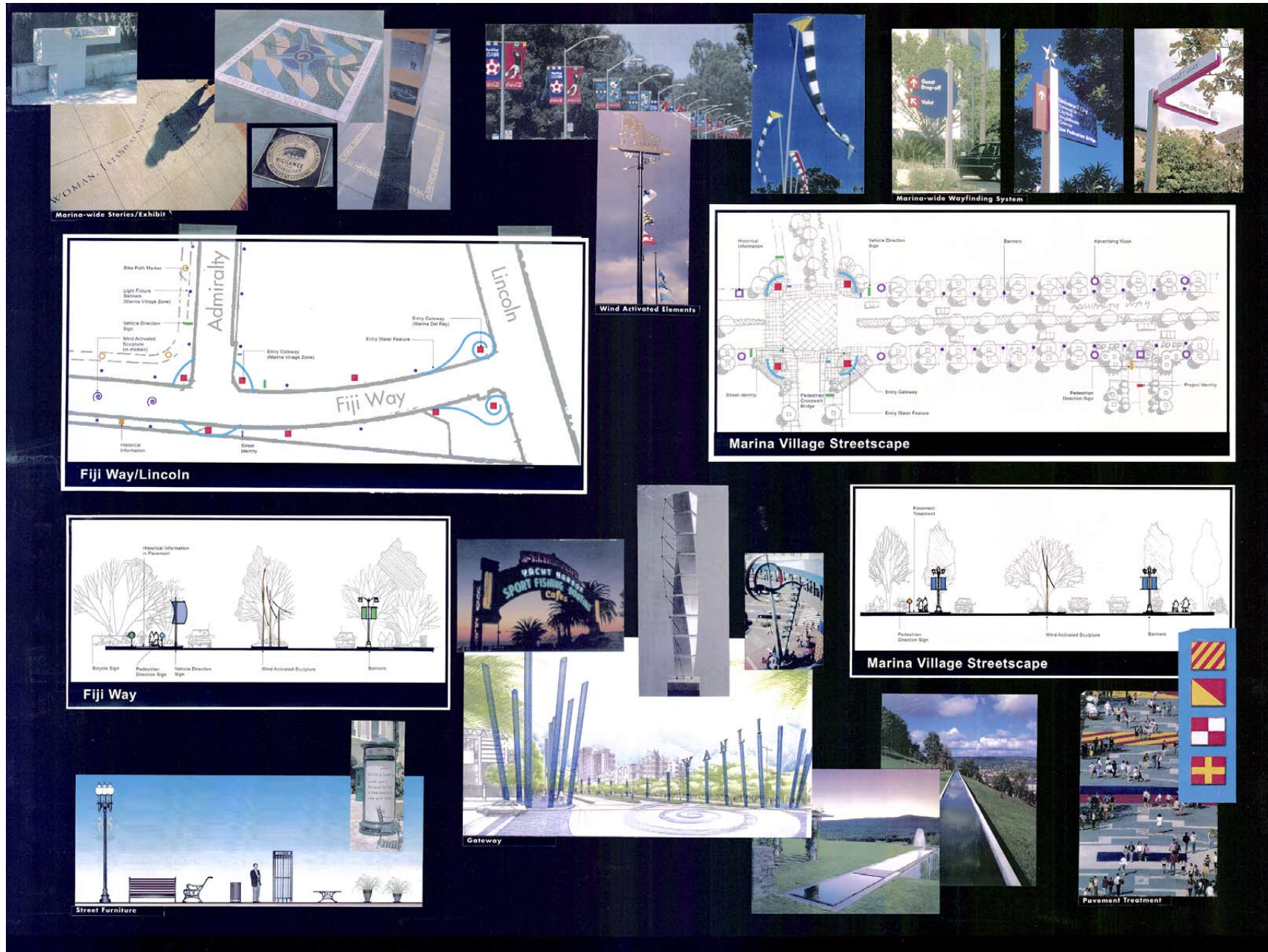
5.4 Story Telling



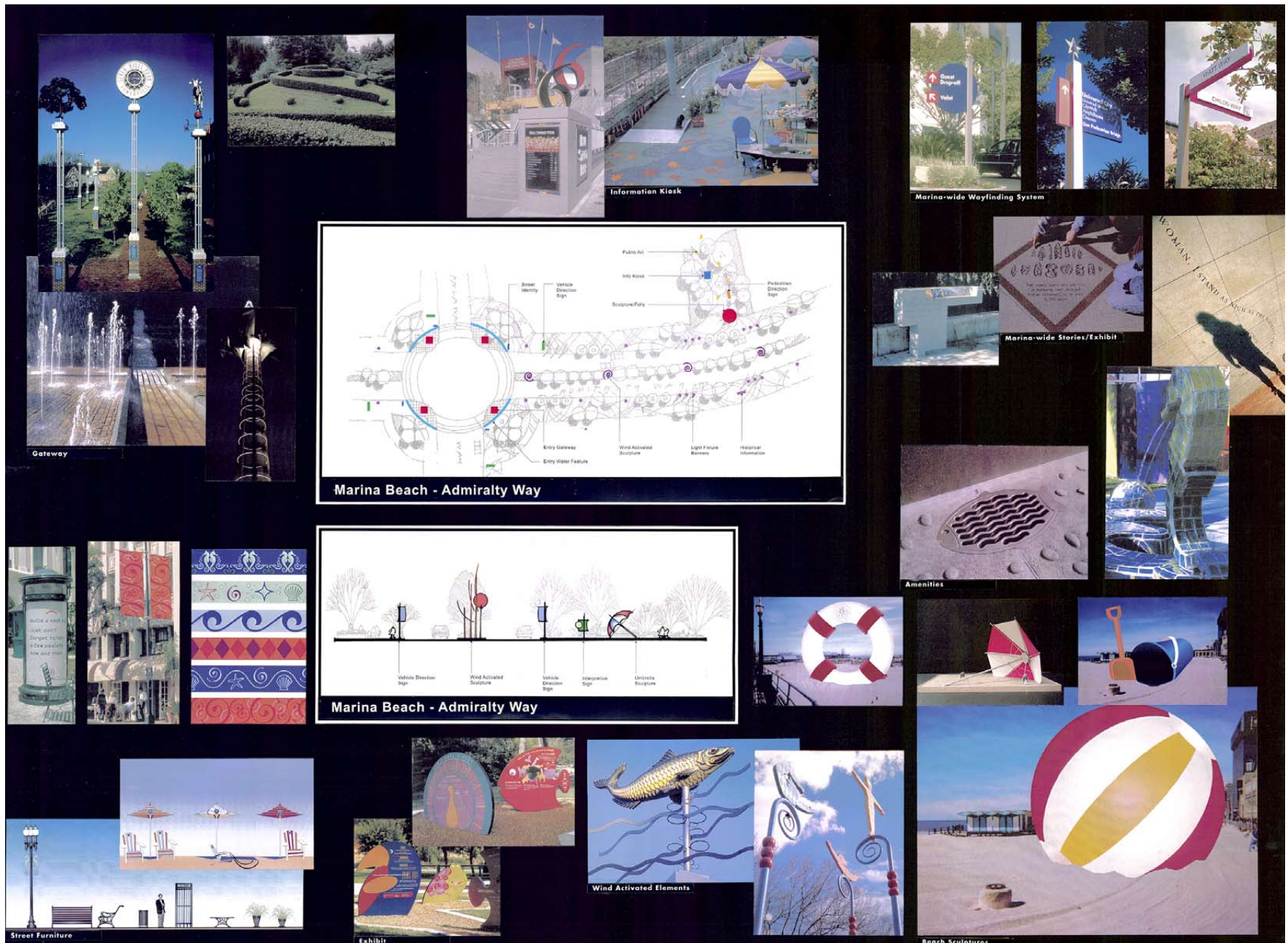
5.5 Place Making



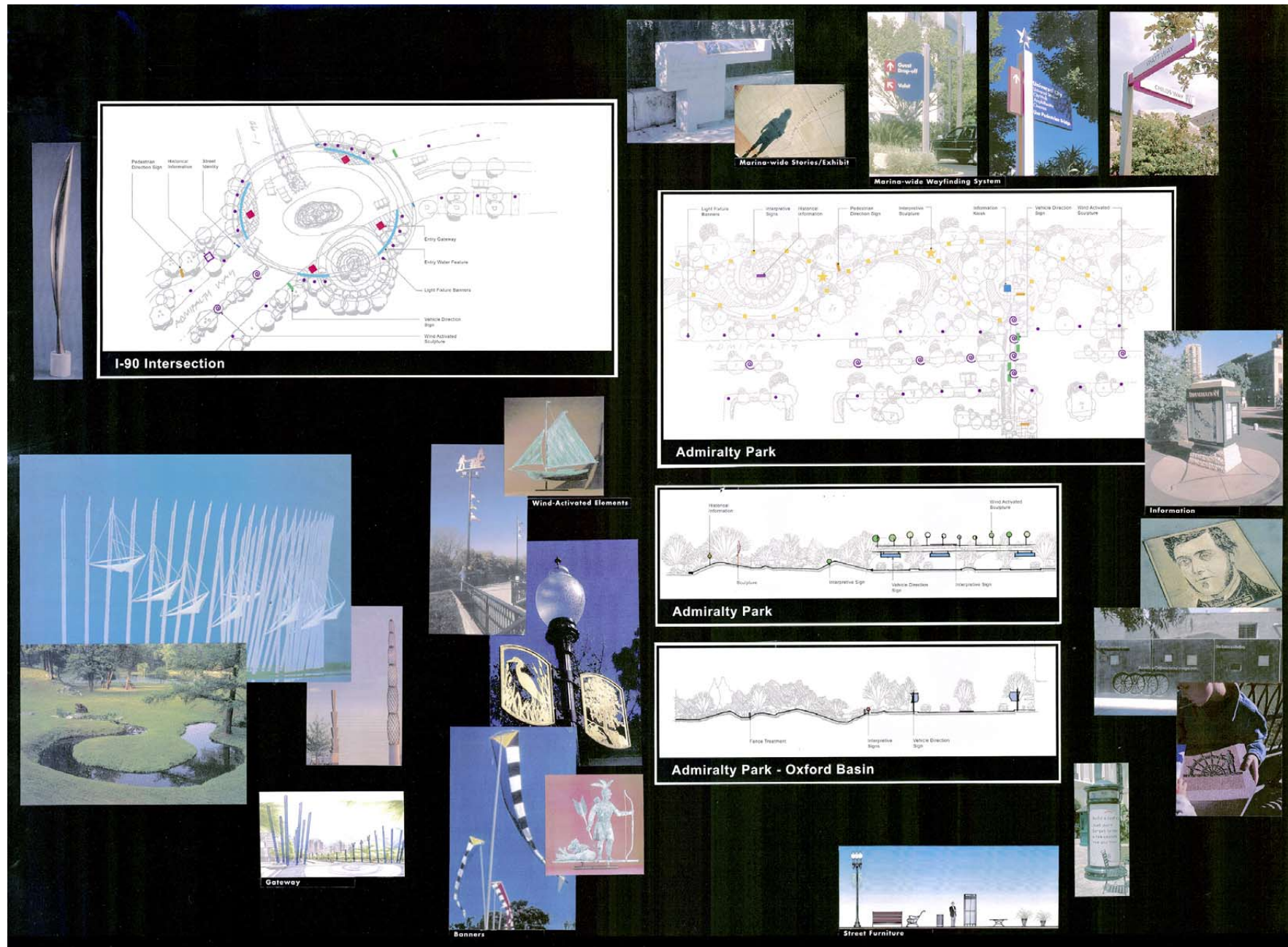
5.6 Town Center



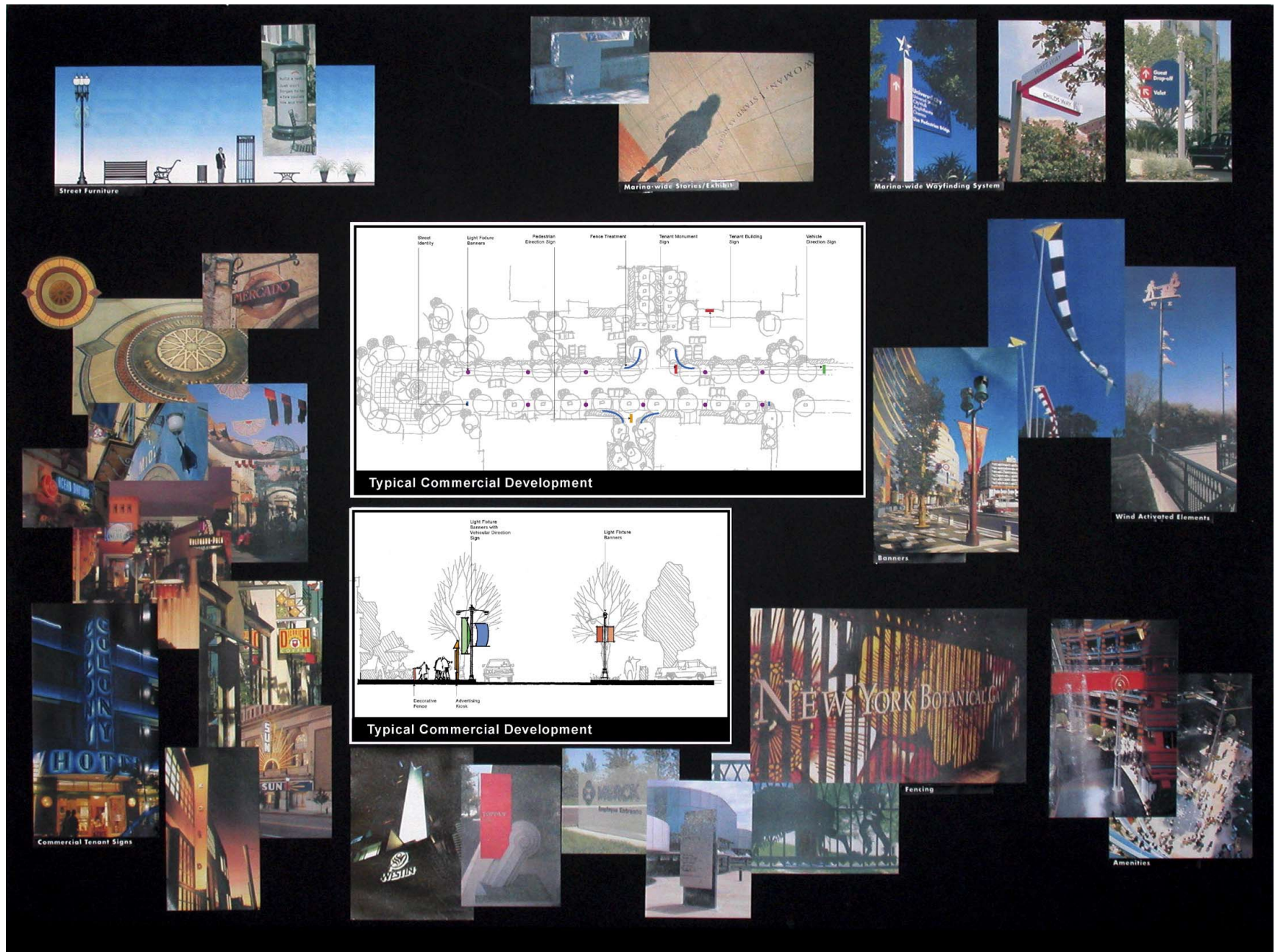
5.7 Urban Resort



5.8 Admiralty Park

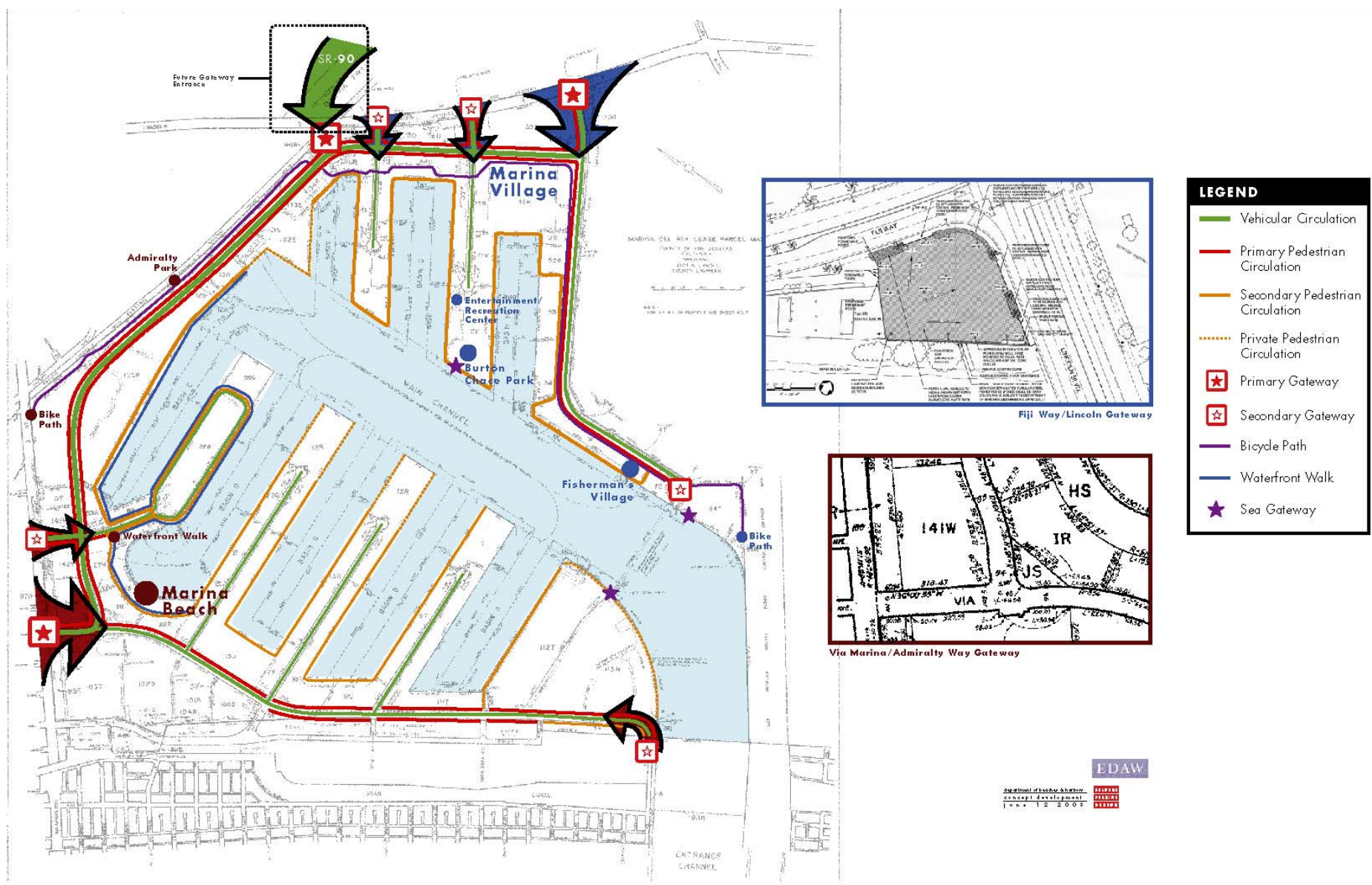


5.9 Commercial Development



**SECTION FOUR:
PARKS AND OPEN SPACE IMPROVEMENTS**
6.0 GATEWAYS AND BANNERS

6.1 Site Plan



6.2 Special Events Banner



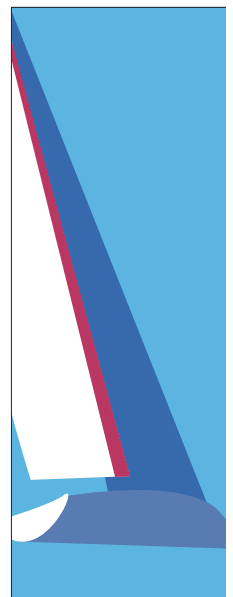
WATERFRONT WALK



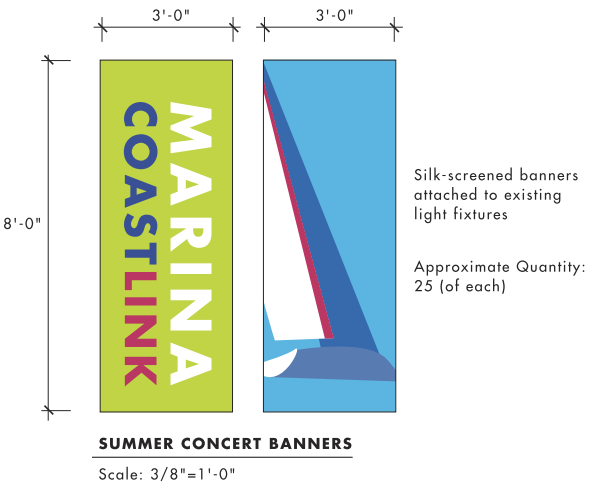
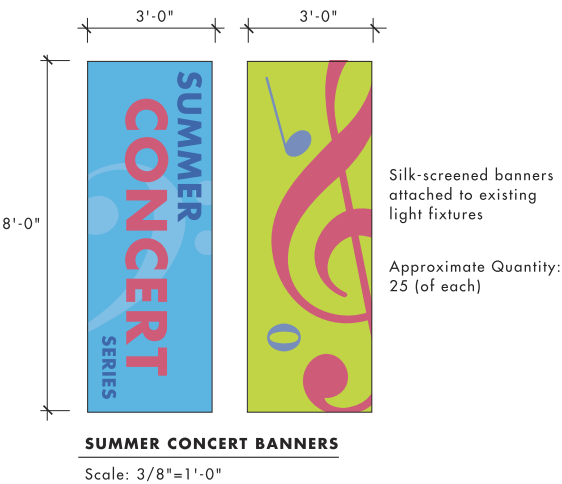
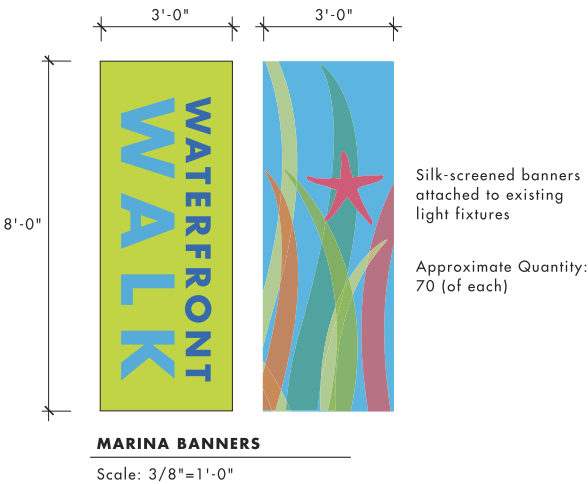
SUMMER CONCERT SERIES



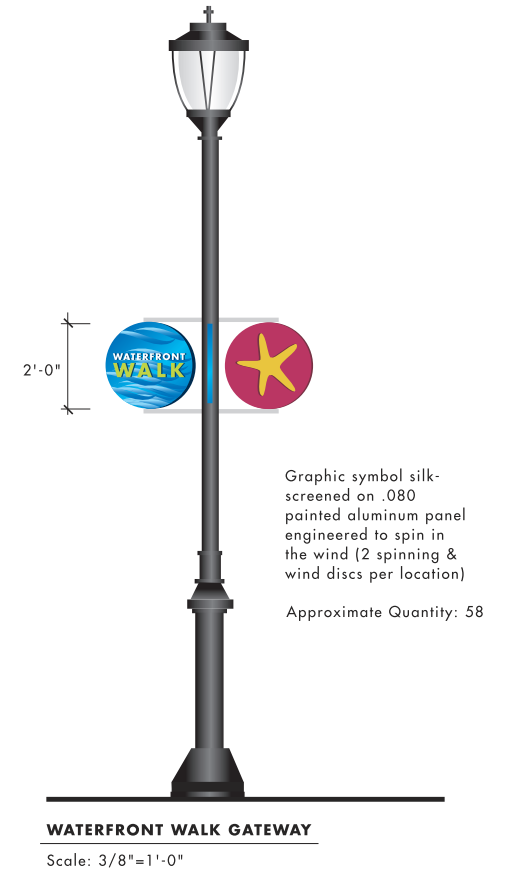
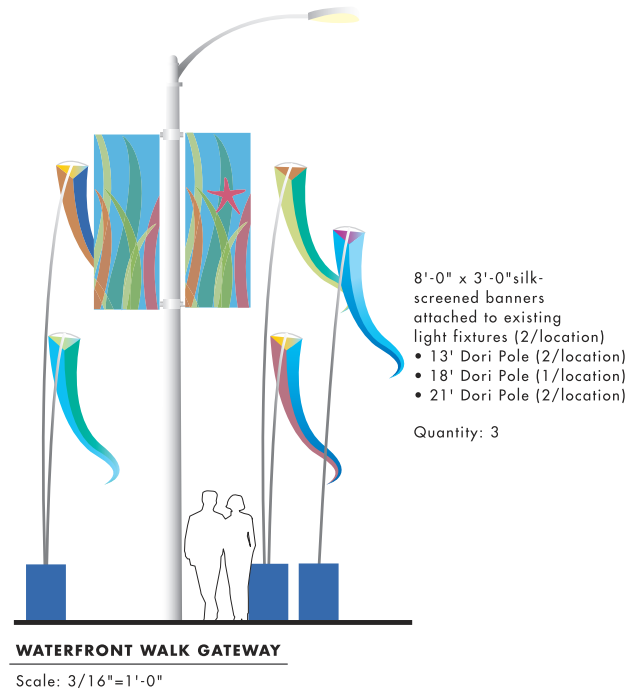
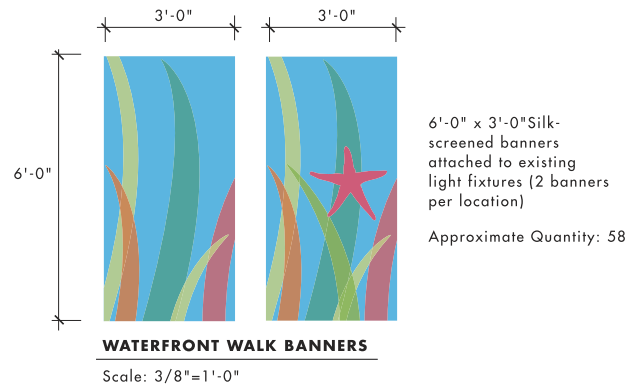
MARINA COASTLINK



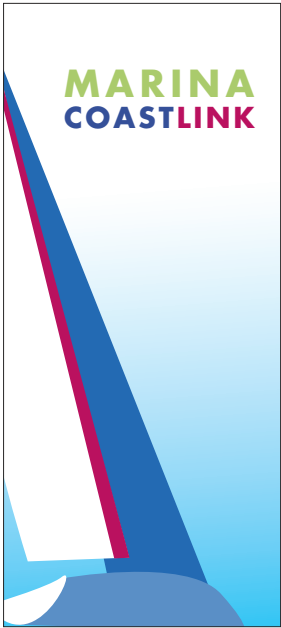
6.3 Admiralty Way Banner System



6.3 Waterfront Way Banner System



6.5 Tent Cards



www.marina-coastlink.com

6.6 Marina Beach (Condition 1)



6.7 Fire Station (Condition 2)



6.8 Burton Chace Park (Condition 3)



6.9 Fisherman’s Village (Condition 4)





Appendix A

Vision Study

MARINA DEL REY

DESIGN GUIDELINES

APPENDIX A: VISION STUDY

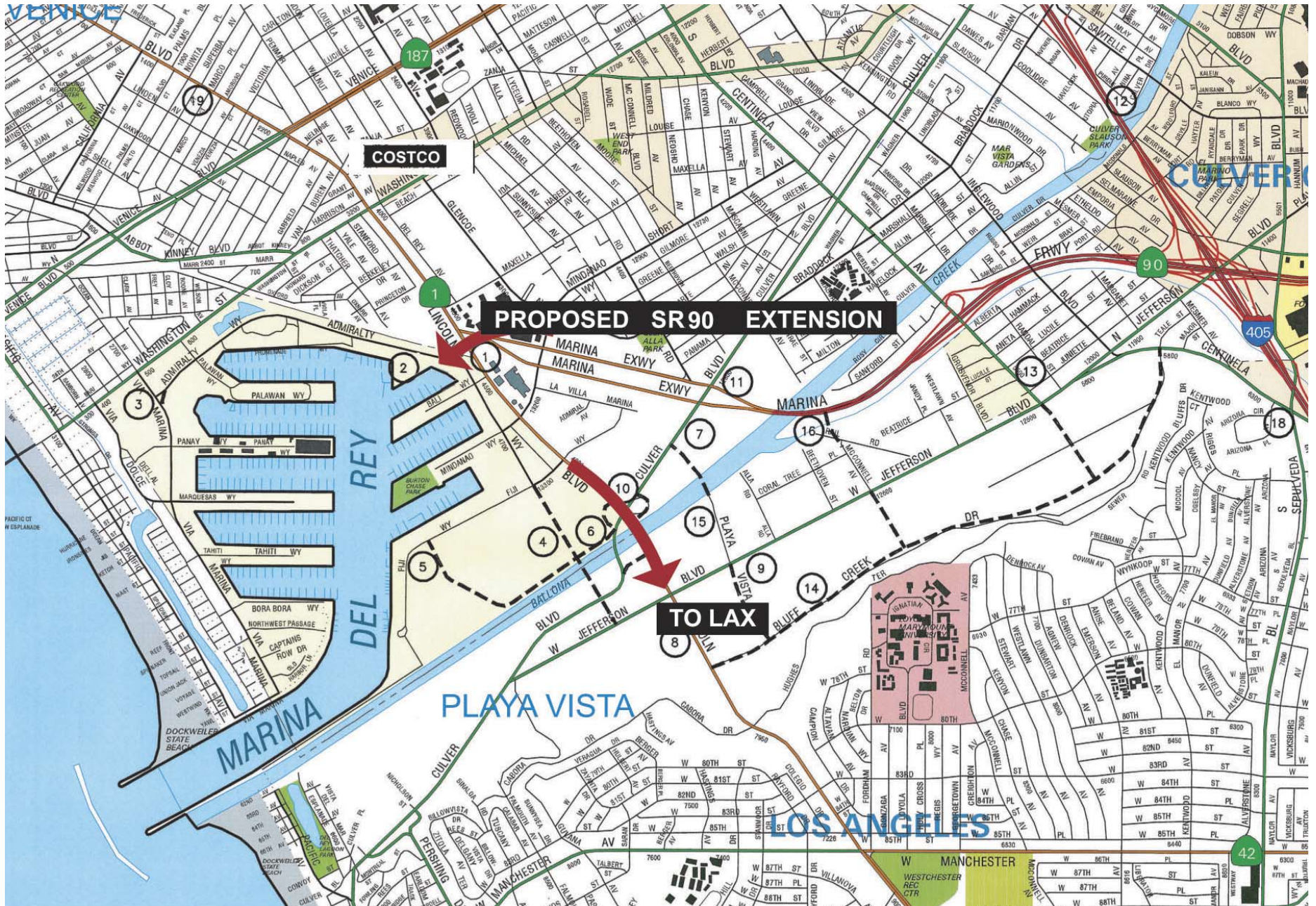
The purpose of this Vision Statement is to create a foundation which EDAW and its consulting team will use to develop the Parks & Open Space Plan and Development Guidelines for Marina del Rey. Ideas generated through the visioning process will be tested with the Local Coastal Program in future phases of work to ensure compliance with existing regulations and guidelines.

The document has been developed to summarize the Marina del Rey Visioning presentation and create a record of the exhibits used to illustrate the long-range vision of the community. As this is an evolving process, each exhibit in the report contains a sidebar for notes and comments. Additional input is welcome and will be valuable in the future development of Marina del Rey.

Marina del Rey has the potential to become a unique water based, pedestrian-oriented community. The Vision Statement and exhibits illustrated in this document provide the basis of analyzing exiting pieces already in place and building upon them to take advantage of this opportunity.

Contextual Plan

VENICE



Issues Cited by the Department of Beaches and Harbors

- 1.** Lacks Sense of Place and Identity
 - obscure boundaries and entry ways
 - unidentifiable landmarks
 - incohesive character
- 2.** Not Accessible Through View Corridors and Physical Connections
- 3.** Water Esplanade Lacks Continuity and Integration with Community
- 4.** Undetectable Wayfinding Signage and Environmental Graphics
- 5.** Poorly Visible Gateways
- 6.** Isolated from Surrounding Areas
- 7.** Growth Concerns
- 8.** Land Interface with Waterfront is Minimal
- 9.** Does Not Adequately Address Various Influencing Factors
 - tourism
 - residences
 - commercialism

Inventory of Existing Condition

1. Photo Inventory

2. Circulation

- vehicular
- pedestrian

3. Diagrams

- physical conditions
- hierarchy of vehicular circulation
- hierarchy of pedestrian circulation
- land use

Analysis and Recommendations

1. Residential Development

A. Circulation

- should be pedestrian in nature
- need continuous system

B. Land Uses

- need better linkages and transitions
- encourage mix of uses throughout community

C. Water

- bring commercial to the water
- improve water quality
- provide direct public and private access to the water

D. Land

- take advantage of surrounding context (located next to Venice and Santa Monica)
- convenient access to retail and restaurants
- connect jogging/bike trails to outlying areas
- use elements of existing conditions (not starting from zero)

Vehicular Circulation

LEGEND

- Primary Circulation
- Secondary Circulation
- Tertiary Circulation
- Major Gateway
- Secondary Gateway



Pedestrian Circulation

- LEGEND**
- Primary Circulation
 - Secondary Circulation
 - Tertiary Circulation
 - Private Circulation
 - Bike Path



Influential Images Key Map

LEGEND

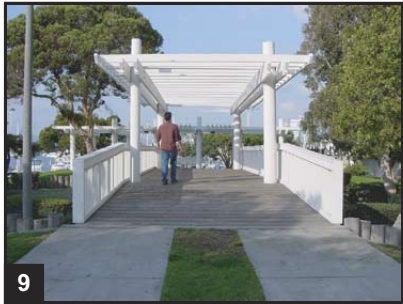
- A** Residential Towers
- B** Park/Open Space
- C** Commercial Marina
- D** Architecture on the Water
- E** Mother's Beach
- F** Borrowed Landscape



Influential Images



A residential TOWERS



B parks OPEN SPACE

Influential Images



B

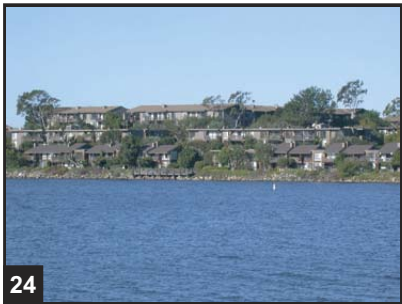
parks
OPEN SPACE



C

commercial
MARINA

Influential Images



D high-density residential on **THE WATER**

Influential Images



27

E



28



29

mother's
BEACH



30



31

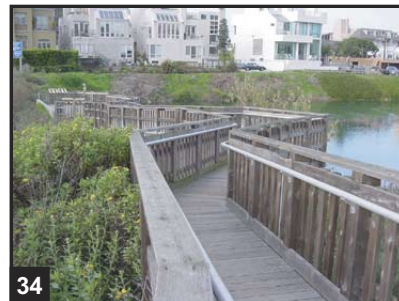


32



33

F



34



35

borrowed
LANDSCAPE

Vision Statement

THE LIVING MARINA

The goal is to create a pedestrian-oriented community that redefines the water as a positive spaces, seamlessly weaving together land and water into a cohesively interactive environment.

1. Destination Nodes

- A. Marina Village
 - combining commercial marina and Fisherman's Village
- B. Mother's Beach
 - passive water recreation
 - increase public access
- C. The Water
 - engage public with water transportation
 - develop more water-oriented residential areas

2. Greenbelt

- A. Continuous Open Space Linkage that Creates a Boundary Around the Community
- B. Jogging/Bike/Exercise Trails
 - integrate Oxford Basin
- C. Include Borrowed Landscapes
 - Ballona Creek
 - extended Venice Canal/Corso Lago Bel

3. Environmental Upgrades

- A. Green Community
- B. Improved Water Color

4. Waterfront Esplanade

- A. Urban
 - increase retail and public-use areas
 - links to bridges create continuous pedestrian circulation
- B. Residential
 - intimate scale design and material selection
 - link residential units with linear parks

5. Streetscape/Public Art and Signage

- A. Pedestrian-Oriented
 - bridge over Admiralty Way
 - traffic calmers
 - continuous circulation system to create connections
 - elevated interactive architectural features

6. Architecture and Icons

- A. Existing Influences
 - residential towers
 - commercial marina elements
- B. Beacons
 - landmark elements
 - gateways and portals
 - develop as part of the architectural mass
 - water taxis
- C. Elevated Circulation
 - create seamless blend to waterfront plazas and greenbelt

Concept Plan



Greenbelt and Open Space



Streetscape and Art/Signage



This collage features 15 photographs of architectural and landscape designs, mostly waterfront projects. The images include:

- A fenced waterfront promenade with a modern building in the background.
- A modern building with a curved facade and a red canopy.
- A public space with large white spheres and a red cone.
- A waterfront promenade with a red canopy and a modern building.
- A modern building with a curved facade and a red canopy.
- A public space with large white spheres and a red cone.
- A waterfront promenade with a red canopy and a modern building.
- A modern building with a curved facade and a red canopy.
- A public space with large white spheres and a red cone.
- A waterfront promenade with a red canopy and a modern building.
- A modern building with a curved facade and a red canopy.
- A public space with large white spheres and a red cone.
- A waterfront promenade with a red canopy and a modern building.
- A modern building with a curved facade and a red canopy.

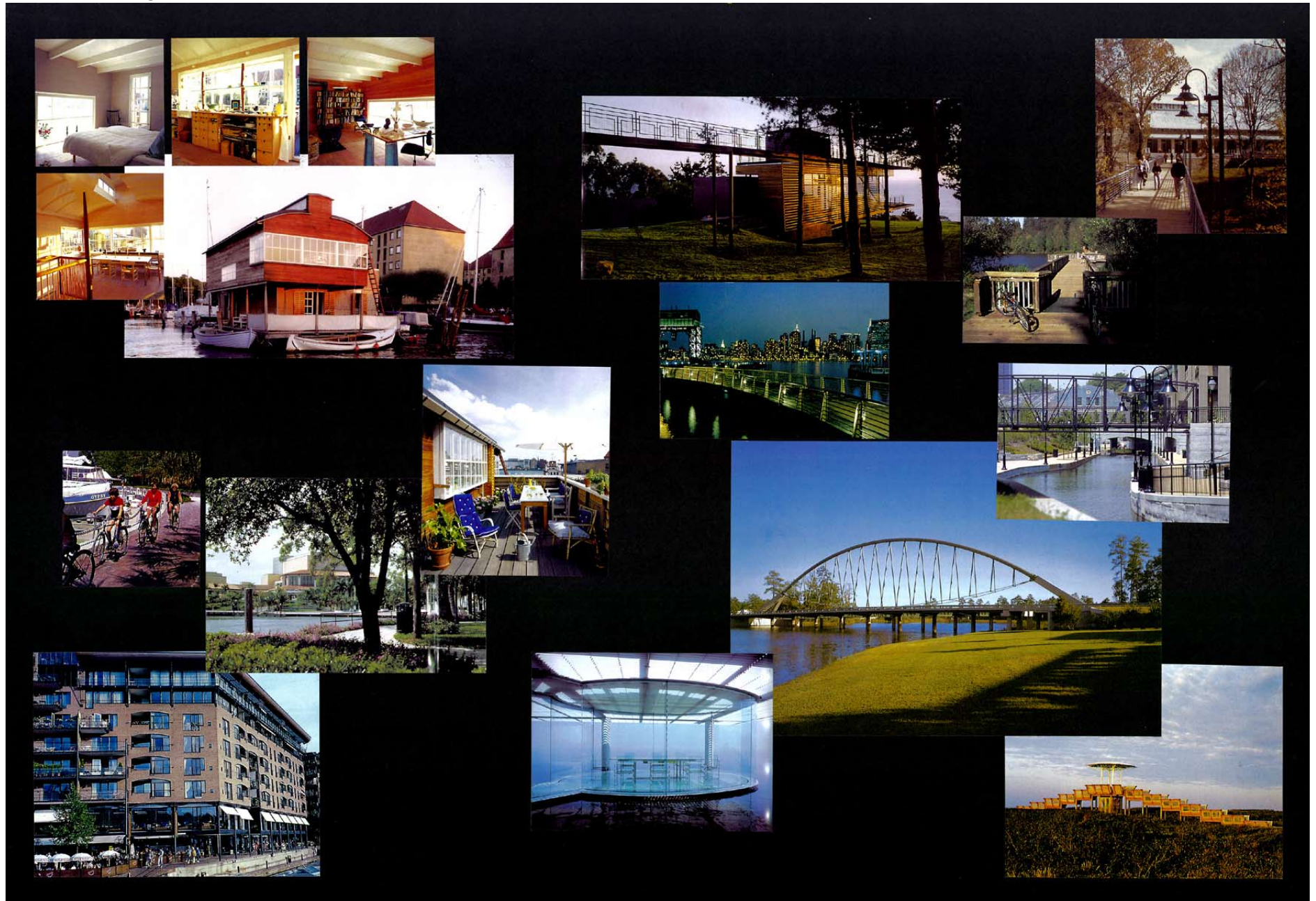
Marina Village



Urban Esplanade



Residential Esplanade and Connections



[illegible]

Beaches and Harbors Image Board

Beaches & Harbors Image Board



Beaches and Harbors Image Board



Beaches and Harbors Image Board

